

Running head: YOUNG MOTHERS' PARTICIPATION IN SHARING ECONOMY

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**Comparison of Motivation Factors for Participation in a Sharing Economy
among Young Mothers in Belarus and Lithuania**

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INTRODUCTION

In view of a common for European and other developed countries negative trend, when fertility rate is low and not enough for a replacement of population (World Population Review, 2019), the changes in woman`s life after childbirth are broadly observed in the previous studies (Miguel de La Corte Rodríguez, 2018; Weinstein & Stone, 2018). It is important to deepen knowledge of young mothers' motivations to share for better understanding the scope of factors, which influence on woman's well-being during maternity leave and following decision-making.

Until the scientific knowledge improves the definition of sharing economy, there is no common opinion about its concept and significance to particular group of people (Das, 2018). Many studies have been conducted to analyze diversified motivations to share and them influence to behavior, based on sharing platform, type of product, gender (Cherry & Pidgeon, 2018; Becker-Leifhold & Iran, 2018; Möhlmann, 2015; Chunjing, Zhou, & Wu, 2013). Despite this, there is no previous research on young mothers' motivation to engage in sharing economy among the young mothers in the societies with various degree of individualism.

According to the authors of the present research, 'young mother' refer to the female, who has at least one preschool-aged child. Young mothers are observed as a significant social group for study due to the common specific changes in women` lifestyle and interests after childbirth.

What is the difference in motivations among young mothers to engage in the sharing economy in the societies with socio-economic differences, such as level of individualism, caution, pragmatism, or duration of maternity leave and size of allowance?

The main aim of this research is to figure out to what degree such variables as prosocial concerns, economic incentives, trust, a sense of community, and other socio-economic benefits motivate young mothers to engage in the sharing economy in comparison of two countries with different level of individualism – Belarus and Lithuania (Piniuta, 2015).

To achieve the purpose of the thesis and analyze the problem the following objectives were defined:

- To analyse previous studies for defining the role of sharing economy for young mothers in the context of online community-based groups for mothers.
- To develop a list of motivation factors, which encourage young mothers to be involved in a sharing economy.

- To identify the nature of the motivations in the framework of the Self-Determination Theory and divide them into extrinsic and intrinsic groups of factors.
- To develop a methodology of empirical research that would allow to evaluate the motivation factors for participation of young mothers in a sharing economy through online community-based groups for mothers.
 - To determine an impact of the motivational factors, which encourage young mothers to be involved in a sharing economy through empirical analysis.
 - To measure empirically the mediating effects of perceived usefulness and anticipated enjoyment of participation in the sharing practice between motivational factors and intention to participate in it in the framework of the Plan-Behaviour Theory.
 - To test the differences in motivations to engage in the sharing practice between the young mothers from the countries with significantly different socio-economic characteristics—Belarus and Lithuania.
 - To make a generalization of the young mothers' motivation to participate in a sharing economy.
 - To formulate conclusions and recommendations to all concerned.

The work consists of three main parts: literature review, development of the research methodology, analysis of the empirical findings.

Literature analysis presents the motivation theories, applicable for the purpose of the research, namely the Self-Determination Theory (Ryan & Deci, 2000) and the Theory of Planned Behavior (Ajzen, 1991); main opinions on the phenomenon 'sharing economy'. Also, this part of the research covers nature of possible participation of young mothers in a sharing economy, by disclosing and grouping their motivation in accordance with the principles of the Self-Determination Theory. Finally, the scientific evidences of socio-economic differences between Belarus and Lithuania are presented in literature review. During the literature review, the following methods of literature analysis were used: secondary data analysis, synthesis, generalization, and comparative analysis of scientific literature.

The methodology of the present study includes the Research model, the List of hypotheses, and Research Instruments were developed by the author based on previous practices.

Empirical analysis is planned to perform by two questionnaires for Belarusian and Lithuanian females via online survey, using non-probability, judgmental sampling method.

1. LITERATURE REVIEW

1.1 Theoretical framework

1.1.1 The major Concepts of Self-Determination Theory

1.1.1.1 *The Self-Determination Theory. The Concept of Basic psychological needs*

The Self-Determination theory (SDT) (Ryan & Deci, 2000) provides empirical by nature knowledge and consists of concepts, which describe different processes of a complex behavioral self-regulation and personality development, including intrinsic motivation, social internalization and integration, and connecting with others (Vansteenkiste & Ryan, 2013; Ryan & Deci, 2008). SDT is applicable for behavior analysis from perspective of human motivations. The noteworthy social environment may impact on personality either supportively or destructively, that is directly related to human well-being (Ryan et al. 2006, as cited in Vansteenkiste & Ryan, 2013). Despite the theory is developed by psychologists, it is applicable for socio-economic studies (Li & Wen, 2019; Yoon & Rolland, 2012). Considering the issues of motivation to participate in sharing economy major to present research, knowledge of SDT is relevant for examining.

The SDT concept of Basic psychological needs (BPN) describes inherent psychological needs, which serve as a key for understanding person's wellness (Ryan & Deci, 2000). Distinctive feature of basic versus other psychological needs is an ability to generate mental processes continuously. For providing ongoing integration, psychological growth, and well-being (Pugno, 2008), it is required to satisfy all named needs. Consequently, more fully satisfied inherent needs will turn into relative positive progress towards person well-being (Ryan & Deci, 2000). However, the results of BPN satisfaction may be partly hidden as well as the needs themselves (Pugno, 2008). Therefore, autonomous motivation should be developed with respect to external circumstances and person's intrinsic emotions and impulses concurrently (Ryan & Deci, 2017, as cited in Beauchaine et al., 2019).

Autonomy, competence, and relatedness are essential psychological needs for self-motivation and person integration to society (Ryan & Deci, 2000). **Need for autonomy** or need for self-determination concerns as "expression of the self" (Deci & Ryan, 2002, as cited in Pugno, 2008) and refer to an experienced sense of volition and choice (Vansteenkiste & Ryan, 2013; Niemiec, Ryan, & Deci, 2009; Ryan & Deci, 2006). Autonomy reflects person's self-perception, therefore it is subjective sense and it is difficult to assess or anticipate autonomy's development (Ryan & Deci, 2006). **Need for competence** refers to a sense of confidence and efficacy (Niemiec,

Ryan, & Deci, 2009) in interacting with the environment (Vansteenkiste & Ryan, 2013) in relation to autonomously selected goals (Deci & Moller, 2005). Competence may reflect either achievements and sense of own potentials (Pugno, 2008). **Need for relatedness** refers to a sense of 'love and care by significance others' (Baumeister & Leary, 1995; Deci & Ryan, 1985, cited in Vansteenkiste & Ryan, 2013) and coherency with society in a more general sense (Ryan & Deci, 2008, as cited in Pugno, 2008).

1.1.1.2 The Self-Determination Theory. The Concept of Substitute needs

The SDT concept of Substitute Needs explains the self-regulation, when individual failed in achieving satisfaction of some BPN, and these needs have been blocked or have become less valuable for them (Ryan & Deci, 2008). As a reaction to excessive control, insurmountable challenges, critics, or rejection (Pugno, 2008), person may create such extrinsic life goals as material wealth, fame, physical attractiveness (Kasser & Ryan, 1996, cited in Vansteenkiste & Ryan, 2013), and start to be focus on them development rather than the intrinsic ones, such as personal growth, building relationships, etc. Thus, need substitutes characterize the goals that serve as compensation for experienced need frustration (Deci & Ryan, 2000; Ryan, Sheldon, Kasser, & Deci, 1996, cited in Vansteenkiste & Ryan, 2013). All need substitutes are derived from personal, social, and societal reasons (Vansteenkiste, Soenens, & Duriez, 2008, cited in Vansteenkiste & Ryan, 2013). However, as it is shown in different studies, gaining the need substitutes do not promote well-being (Niemic, Ryan, & Deci, 2009; Van Hiel & Vansteenkiste, 2009, cited in Vansteenkiste & Ryan, 2013). A resort to substitute needs follows by a further thwarting of BPN and an accelerating of self-destructive behavior (Ryan & Deci, 2000).

1.1.1.3 The Self-Determination Theory. The Concept of Motivations

Examining motivation is a common approach for understanding a human behavior. According to SDT concept of Motivations, there are different types of motives, which drive a person to act and impact on a quality of its performance. Each type of motives is characterized by degree, that depends on person's state (Ryan & Deci, 2008). Thus, SDT allows to differentiate motivation in relation of kind, degree of it, and time, when specific motive manifest (Ryan & Deci, 2000).

All types of motivations divide into intrinsic and extrinsic (Ryan & Deci, 2008). **Intrinsic motivation** responses to such attractive or valuable activities, which are interested for individuals regardless of external circumstances (Ryan & Deci, 2000). Activities, that reflect intrinsic

motivation, effect and promote BPN unintentionally (Pugno, 2008). Intrinsic motivation has one of the strongest potential for psychological growth of human through such manifests as 'enhanced performance, persistence, and creativity' (Ryan & Deci, 2000). However, this kind of motivation is rather vulnerable for devastating conditions. Extrinsic motivations are caused by external coercion or pressure; thus behavior of individual is controlled by specific conditions (Ryan & Deci, 2008). In the event that external reasons do not meet intrinsic interests, basis psychological needs are not satisfied (Pugno, 2008). The principle difference between intrinsic and extrinsic is the connection with satisfaction of BPN, that is one of the major factors of psychological wellness (Kasser, 2002, as cited in Niemiec, Ryan, & Deci, 2009). Also, there are studies, where it is argued, that intrinsic motivations have a priority for development over extrinsic ones (Williams, Cox, Hedberg, & Deci, 2000, as cited in Niemiec, Ryan, & Deci, 2009).

In addition, individual is able to internalize in different manner some extrinsic motivations of the requested behavior. **Internalization** is a motivational process that contributes to promote need satisfaction by adopting some external reasons. (Deci and Vansteenkiste, 2004, as cited in Pugno, 2008). Internalization is a cornerstone of effective socialization (Ryan & Connell, 1989, as cited in Vansteenkiste & Ryan, 2013).

Depending on the extend of autonomy, it is considered three subtypes of internalization, namely externally regulated, introjection, identification (Vansteenkiste & Ryan, 2013). Externally regulated activity appear as a reaction to possible external rewards or punishments. Introjection is derived from willingness to gain self- or some other approval or avoid own feelings. The most autonomous subtype of internalization is identification, when person identifies themselves personally with the aim of activity or some norm, and acts voluntarily, regardless is it interesting activity or not. In case identified activity is harmonized with all individual's values and perceptions, it is argued that related external motivation is integrated (Ryan & Deci, 2008). Integration is the most autonomous form of extrinsic motivation (Ryan & Deci, 2000). Therefore, a deep understanding and internalization of the value are essential for autonomous motivation (Katz, Madjar, & Harari, 2015; Ryan et al., 2008).

Adaptation of the extrinsic motivations presents some regularities. For instance, extrinsic activities are adopted according to control and information functions. While control function rewards quality of performance, informational function clarifies, how this activity is accepted by society. If control function less important for individual than information ones, motivation is

internalized will less barriers (Ryan & Deci, 2000). Also, it is noted, that lower level of autonomy of the motivation predicts lower performance of the activity. In addition, satisfaction of BPN predetermines greater internalization and autonomy in acting (Markland & Tobin, 2010). Finally, more internalized or autonomous motivations positively facilitate well-being and other indicators of psychological wellness and personal development (Assor, Vansteenkiste, & Kaplan, 2009; Chirkov, Ryan, Kim, & Kaplan, 2003).

1.1.1.4 The Self-Determination Theory. The Concept of autonomy- supportive environment

The SDT concept of autonomy- supportive environment maintains that, satisfaction of basic psychological needs is facilitated by social environment. In relation to the needs, social environment may be need supportive, depriving, or thwarting. Supportive socialization refers to low indirect influence on psychological needs, whereas thwarting is associated with the most active and negative intrusion to individual's motivation (Katz, Madjar, & Harari, 2015; Vansteenkiste & Ryan, 2013). Therefore, an atmosphere of autonomy support is crucial to individual's active engagement and participation in activity. Only an autonomy-supportive environment provides conditions for people to be able to identify themselves with external values and integrate into their understanding (Ryan & Deci, 2008).

Impact of social environment for autonomy is a major aspect of SDT research. Autonomy-supportive environment promotes self-motivation and self-regulation of individual's activities (Gagné, 2003). Autonomy support refers to understanding and acknowledging of person's interests, providing a supportive choice, and reduction to a minimum level of control and pressure (Ryan & Deci, 2008). For instance, there are studies, where it is proved, that autonomous support on the part of significant other promote autonomous motivation, quality of efforts, and well-being of the person. (Deci et al., 2006; Katz, Madjar, & Harari, 2015).

1.1.2 Theory of Planned Behavior

For the last three decades, **the Theory of Plan Behavior** (TPB; Ajzen, 1985) has become one of the most common approach to predict or analyze individual social behavior (Ajzen, 2011). It is a theoretical foundation widely used for studying the sharing economy as well (Si et. al., 2020; Chi-Ling, 2018; Hawlitschek, Teubner, & Gimpel, 2016; Hamari et. al.,2016).

Intention as 'a person's readiness to perform a given behaviour' (Ajzen, 2011) serves as a central construct of the TPB. According to the TPB, the nature of intention predicts a possibility

of real behavior. Measurement of the intentions is a valuable in decision forecasting (Oluranti et. al., 2018).

Intention is in turn derives from a scope of behavioral *attitudes*, *subjective norms*, and *perceived behavior control*, which facilitate or impede its development. Consequently, power of the intention depends on the different factors. Firstly, the **attitude** towards the practice impact on the intention, implying whether individual evaluates the behavior as positive or negative. Secondly, individual mostly inclines to follow the **subjective norms**, perceived as relevant from the perspective of significant others. Under the social influence, individual follows the behavior voluntary or forced by the external pressure. Thirdly, the degree of **perceived behavior control** contributes to arising an intention to behave. It characterizes person`s beliefs in ability to control performance of the behavior. It can have a direct impact on behavior, without mediation of the relative intention. (Ajzen, 1991, as cited in Chatzisarantis et.al., 2006; Fielding, 2008).

Finally, behavioral *attitudes*, *subjective norms*, and *perceived behavior control* are relatively determined by **behavioral**, **normative** and **control beliefs** of the individual (Ajzen, 1991, as cited in Fielding, 2008).

The model of the Theory of Planned Behavior is presented in the Figure 1.

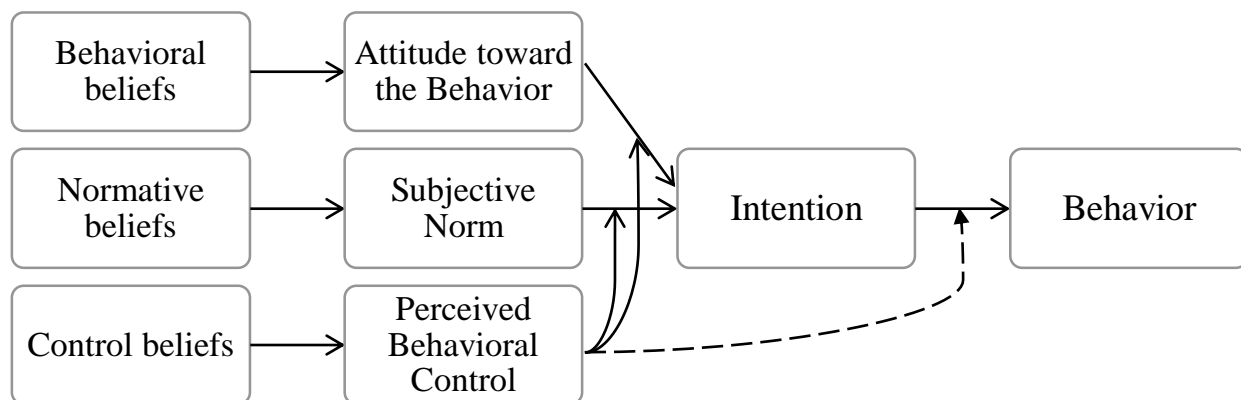


Figure 1. *The model of the Theory of Planned Behavior (Ajzen, 1985)*

Despite of the popularity, there are studies, that raise certain questions about the quality of behavior predictions by applying TPB knowledge (Fielding, 2008). Among the ‘blind zones’ of the TPB foundation, researchers highlight moral feelings of responsibilities of the person and awareness of the consequences. (Ding et al., 2018; Manstead,2000; Tonglet et al., 2004, as cited in Si et. al., 2020). It is noteworthy, the former of the TPB, Ajzen is agreed lately that moral

obligations can facilitate intention to behave ethically (Beck, & Ajzen, 1991, as cited in Si et. al., 2020).

Therefore, a lot of researchers prefer to modify the initial model of the TPB and develop specific additional variables for purpose of the studies. Some of them imply the integration of the principles of the SDT and the TPB to the study of motivations and intentions, driving observed behavior (Chan et. al., 2020; Chatzisarantis et. al., 2006).

1.2 Sharing Economy

1.2.1 Defining the Sharing Economy

Sharing economy as a phenomenon has become a focus of worldwide scientific thought over past decade. There is a number of evidence-based studies about significant changes in consumer behavior in favor of sharing (Möhlmann, 2015; Ozanne, Ballantine, & Black, 2010; Belk, 2009). Despite a common opinion that sharing economy implies sharing between strangers and 'enable access over ownership' (Botsman, 2013, as cited in Hamari et. al., 2016), controversy about its concept do not cease to exist.

A variety of terms are applied to 'sharing' in various studies. Majority of the researchers equates 'sharing economy' with 'sharing', 'collaborative consumption' (Möhlmann, 2015), or 'collaborative economy' (Muñoz & Cohen, 2017). Some researchers are more precise in naming and characterize it as 'mesh' (Gansky, 2010, as cited in Gregory, & Halff 2017), 'commercial sharing systems' (Lamberton & Rose, 2012), crowd-based capitalism (Sundarajan, 2016, as cited in Gregory, & Halff 2017), 'access-based consumption' (Bardhi & Eckhardt, 2012).

Definition of the sharing economy is not unified. A clear majority of the scientists are agreed about peer-to-peer basis of the concept (Mair & Reischauer, 2017). In such as Ertz et al. studies it is argued, that it should be a single condition for including practices to sharing economy, oblivious to transfer of ownership, monetary aspect, or whether sharing mediated or not. Generally, it is observed more detailed approach to sharing economy concept (as cited in Cherry & Pidgeon, 2018). There is a view, that sharing economy exists only in the absence of economic gain (Martin, 2016; McLaren & Agyeman (2015) and Chase (2015) as cited by Muñoz & Cohen, 2017). Russel Belk named sharing as a "fundamental consumer behavior", separating it from commodity exchange or gift giving, opposing it to object attachment and materialism. In the meantime, the researcher with the others assume to conduct such sharing activities as 'renting, lending, trading, bartering, and swapping of goods, services, transportation solutions, space, or money' on a

compensation basis within collaborative consumption (Belk, 2014 as cited in Möhlmann, 2015; Botsman & Rogers, 2011; Bardhi and Eckhardt, 2012). Maintaining ownership serves as a key indicator of sharing economy (Cherry & Pidgeon, 2018). While Schor and Fitzmaurice in their study consider gift giving as a part of sharing economy (Schor et al., 2016 as cited in Mair & Reischauer, 2017).

Place of sharing economy stimulates other scientific discussions. Online platforms, social media, and other Internet means have catalyzed a rapidly growing sharing economy (Lamberton & Rose, 2012). The technical possibility to share not only among family and friends, but with public and society became a basic for peer-to-peer sharing, that attracted organizations and communities on local and national levels (Albinsson & Perera, 2012). Notably, online-based communities and networks are characterized by intensified information exchange, whereas related transactions are drastically less costly. (Hamari et al., 2016; Heylighen, 2016; Belk, 2014 as cited in Möhlmann, 2015; Bardhi & Eckhardt, 2012). Consequently, some studies raise the issue of essential including to definition of sharing economy the technological aspects, i.e. peer-to-peer sharing is 'economic-technological phenomenon' (Hamari et al., 2016) and is operated via mediated digital platforms (Cherry & Pidgeon, 2018; Kenney and Zysman, 2016). While, some researchers argue, that sharing economy is operating either online or offline (Mair & Reischauer, 2017). Emerging and popularity of sharing economy is considered as an implication of societal and economic reasons, beyond technological capabilities (Hamari et al., 2016; Mair & Reischauer, 2017; Möhlmann, 2015).

Sharing economy constitutes as a consumption practice, promoting sustainability, as opposed to traditional linear consumption behavior (Böcker & Meelen, 2016, Martin, 2016; Botsman & Rogers, 2011; Heinrichs, 2013 as cited in Roos & Hahn, 2017; Bardhi & Eckhardt, 2012; Prothero et al., 2011; Sheth, Sethia, & Srinivas, 2011). Therefore, defining 'sharing economy' some researchers name it as alternative form of sustainable consumption (Roos & Hahn, 2017), prioritizing access to resources over the production of new ones (Mair & Reischauer, 2017; Schor, 2016, as cited Cherry & Pidgeon, 2018; Martin, 2016). Accordingly, it is argued that sharing economy has gained a wide popularity among society for last decade due to economic crisis of 2008, growing concerns about overconsumption (Roos & Hahn, 2017), income inequality (Muñoz & Cohen, 2017), and lack of trust in corporations (Schor & Attwood-Charles, 2017; Heinrichs, 2013 as cited Cherry & Pidgeon, 2018; Botsman & Rogers, 2011; Albinsson & Perera, 2012;

Ozanne, Ballantine, & Black, 2010). Increasing concern about economic, ecological, societal problems (Hamari et al., 2016), rather than monetary or exchange aspects, are argued as a key driver for sharing economy emergence (Albinsson & Perera, 2012; Botsman & Rogers, 2011; Black & Cherrier, 2010; Ozanne, Ballantine, & Black, 2010; Belk, 2009).

Not all recent studies support sustainable nature of sharing economy. For instance, in examining effects of shared consumption on consumers, Morozov (2013) named it as 'neoliberalism on steroids' (Morozov, 2013 as cited in Cherry & Pidgeon, 2018), as well as Martin (2016) identify it as "nightmarish form of neoliberal capitalism" (Martin, 2016, p. 149), and both assumed worsening terms for economy (as cited in Roos & Hahn, 2017). Accordingly, some researchers find out social-oriented goals of participants of sharing economy as overestimated. There are studies, where it was proved, that ecological issue, mindful consumption (Hamari et al.; 2016), as well as other social benefits do not influence on sharing behavior (Lamberton & Rose, 2012).

Sharing economy has impacted not only practitioners of the peer-to-peer sharing. Many politicians supported the concept of sharing, that serve them as almost universal cure for economic, ecologic and social problems (Woskko, 2014, as cited Cherry & Pidgeon, 2018). From perspective of practitioners and media (Muñoz & Cohen, 2017), sharing economy is a profitable trend, which attract consumers and investors (Botsman & Rogers, 2011), and widely used for labeling B2C business-model (e.g. car-sharing, bike-sharing, tool-sharing) (Mair & Reischauer, 2017). Despite there are creative forms of new share resources, sharing-based business and entrepreneurship (Muñoz & Cohen, 2017) is controversial to peer-to-peer principle of sharing economy. In the meantime, overwhelming number of online peer-to-peer sharing platforms are mediated and constitute commercial organizations (Cherry & Pidgeon, 2018).

1.2.2 Significant Characteristics of Sharing Economy

Concept of sharing economy is based on interactions between peers inside of community by providing or receiving a **temporal access to goods or services** without transferring of permanent ownership (Hamari et al., 2016). Temporal access implies greater use of idle or under-utilized assets and higher level of acceptability of the resources (Mair & Reischauer, 2017; Chase, 2015 as cited in Muñoz & Cohen, 2017). Botsman and Rogers (2011) mark out three types of temporal access: product service systems, where resources own to particular member of

community and they can be rented or shared between peers of the community; redistribution markets, which serve for transferring second-hand goods; and collaborative lifestyles, where people share own skill or services, mostly with a link to the territory (Botsman & Rogers, 2011). Gaining access instead of private ownership is less costly either on individual or economic level (Cherry & Pidgeon, 2018; Heylighen, 2016; Lamberton & Rose, 2012). Sharing of goods or services contribute to resistance to overconsumption and optimizing of labor resources, positively impacting on societal and environmental issues (Cherry & Pidgeon, 2018; Gregory & Half, 2017).

With the arrival of sharing economy not only resource allocation, but **distribution of the market roles** has definitely changed. Peer-to-peer nature of the sharing economy is reflected in the fact that there are no producers of the resources. Organizations serve as providers of infrastructure. Whereas, individuals are 'the transacting partners', who share (supply) and, or consume available resources. Barnes and Mattsson named the case, when people operate in both functions as "prosumption" (Barnes and Mattsson, 2016).

Community is a vital infrastructure for any sharing activity. Communities divide into altruistic, for gaining some social benefits and compensation-based, where people chase economic benefits (Muñoz & Cohen, 2017). There is evidence, that sense of community impacts on decision-making of participants of the community. Therefore, understanding the essence of sharing economy involves clarification the reasons of gathering people in communities for sharing. Taking into consideration the fact, that some of sharing activities spread globally, sharing economy brings together people with similar understanding from different countries and cultures (Mair & Reischauer, 2017)

Private life of individuals has become oppositely more public (Mair & Reischauer, 2017). People are ready to **share own assets with strangers**, not always on profit basis (Joinson, et al., 2010). Many studies are argued, that one of the key factor for taking participation in sharing activity for individuals is trust (Owyang et al., 2014 as cited in Möhlmann, 2015; Botsman & Rogers, 2011). However, some researches put emphasize that sharing platform seems trustful, if it meets technical and visual perceptions (Kenney and Zysman, 2016; Richardson, 2015; Orlikowski and Scott, 2014, at cited by Mair & Reischauer, 2017; Lamberton & Rose, 2012), where us trust to other members of community is not always influence on sharing behavior. Moreover, there are evidence, that some people prefer to share with strangers more than with similar other (Lamberton & Rose, 2012). This phenomenon is still under observation.

To conclude, a rapidly increased practical application of the sharing economy preceded a scientific thought. There are a lot of controversial views about definition, nature, and possible effects of the sharing economy. Generally, it is considered as an alternative way of consumer consumption, where instead of ownership, strange people share a temporal access to goods of services. There is no cohesion, whether sharing economy involves monetary aspect or not, has a sustainable character or not. However, it is agreed, that technologies with socio-economic factors have driven the growth of sharing recent years. Community is observed as essential infrastructure for any sharing practice, where every may share and seek an access to goods or services at once. Organizations can serve as mediators and provide infrastructure for the sharing among peers.

1.3 Nature of Participation of Young Mothers in a Sharing Economy

1.3.1 Intrinsic and Extrinsic Motivation Factors on Participation in a Sharing Economy

There is an ongoing debate about consumer's motivations in the scientific world. According to the Self-determination Theory, there are intrinsic and extrinsic groups of motivation. Both of them are involved in behavior regulation and directly or indirectly impact on any activity (Ryan & Deci, 2008). Participation in a sharing economy implies that individual involves in some sharing practice repeatedly and can be motivated by different scope of motivations in different degree at different time. A rapidly growing trend to participate in a sharing economy is accompanied by a growing number of relative empirical studies.

Researchers highlights three main **intrinsic motivations** to participate in a sharing economy, namely enjoyment, value, and relatedness with others. It is intended, that a performance of some activity may meet individual's intrinsic interests, contributing related enjoyment. Value is considered as intrinsic in case of conforming the norms of individual. Relatedness with others refers to expectable degree of association with other people (Nov et al., 2010; Lakhani & Wolf, 2005; Lindenberg, 2001, as cited in Hamari et al., 2016).

Extrinsic motivations can be related with different kinds of external rewards, punishment, or avoidance of own feelings. They can be internalized and integrated by self-regulation of the person. Integration is the most autonomous form of extrinsic motivations, and is able to promote BPN' satisfaction (Hamari et al., 2016). Among extrinsic motivations to participate in a sharing economy there are mostly signed out a various of economic and social benefits, such as ability to

safe or earn money, sustainability, reputation development etc. (Cherry & Pidgeon, 2018; Böcker & Meelen, 2017; Hamari et al., 2016).

It worthy to note, that in case the motivations meet external and not internalized enough needs, the participation will not lead to the wellness of person and not associated with enjoyment. Participation in sharing economy may be considered as substitute activity as well.

Despite understanding the nature of motivation is a highly important on individual level, majority studies are focused on identification the determinants, that impact on motivation to sharing behavior. Taking into consideration, that extrinsic motivations may be internalized and integrated as intrinsic by person, or overwhelm the inner motivations (Ryan & Deci, 2008), it is assumed, that all the motivations are valuable for examining person's behavior in the sharing economy.

1.3.2 Motivations to Share or Seek a Temporal Access instead of Ownership

1.3.1.1 Extrinsic Motivations

Market experience of the recent years sheds light on the fact, that overwhelming majority of **sharing practice are profitable** (Cherry & Pidgeon, 2018). While some researchers report both positive and negative impacts of economic goals for sharing (Bock, Zmud, Kim, & Lee, 2005; Kankanhalli, Tan, & Wei, 2005, as cited in Hamari et al., 2016). Economic intensives as a motivation to participate in sharing is highlighted in the empirical studies (Lamberton and Rose, 2012; Belk, 2019). It is considered, that people can be attracted by potential economic reward or are aimed to save some economic resources (Hamari et al., 2016; Möhlmann, 2015; Lamberton and Rose, 2012). Also, for some participators personal utility of the service, namely price, value, mobility, and comfort, is a cornerstone of preference to be involved in sharing (Benoit et al., 2017; Hamari et al., 2016; Möhlmann, 2015; Lamberton and Rose, 2012; Belk, 2009). Finally, it is argued by some, that sharing is, oppositely, accompanied with financial losses, due to possible damage of sharing goods (Lin, Miao, Wei, & Moon, 2019).

Notably, that some people incline to sharing option just in case **the convenience of the product** is higher than non-sharing ones (Möhlmann, 2015). Whereas, other studies differ impact of economic motivation in relation to goods or services for sharing. Thus, particularly participation in accommodation sharing (Böcker & Meelen, 2017) or product-based sharing (Bardhi and Eckhardt, 2012) is derived from economic motivation. Also, there is evidence, that people who accept sharing asset are more motivated by economic incentives, comparing to the sharing side

(Böcker & Meelen, 2017). Considering knowledge sharing, economic reward is associated with objective outcome, uniqueness, and usability. All of these positive feeling fuel BPN, that leads to either satisfaction of the sharing experience or well-being of the person (Hung, Durcikova, Lai, & Lin, 2011).

Taking into the consideration the financial risks, faced by some young mothers, namely interrupted professional activity; decrease or lack of earnings; increasing spending, related with child care and own health, it is assumed, that sharing practices may be attractive for mothers, who seek to financial independence (De La Corte Rodríguez, M. ,2018). Also, transferring to motherhood is accompanied with the sufficient time, devoted to child care. A lot of young mothers are under time pressure (Biedermann et al., 2010). Economic incentives such as monetary benefits and time are considered as relevant motivations to share for young mothers. In the meantime, sharing economy is a way to cut expenses for some goods or services and spend less time for its searching, that could be attractive for mothers, who use shared goods or services.

Recognition by others is one of the discussing motivation to join sharing community. Such extrinsic motivation as gaining reputation was figured out in the studies of information sharing (Williamson, 2009, Wasko & Faraj, 2005, as cited in Hamari et al., 2016) and online sharing (Nov et al., 2010, Lakhani & Wolf, 2005, as cited in Hamari et al., 2016). It is explained, that individuals incline to extrinsic rewards such as enhancing personal reputation (Hamari et al., 2016). While some studies prove, that reputation gaining cannot facilitate need satisfaction and less strong than intrinsic motivations for participation in sharing (Hamari et al., 2016). It is argued, that positive reputation feedback may impact on self-assessment, that prevents satisfaction and increases motivation of individual's involvement in the sharing activity (Hung et al., 2011; Wasko & Faraj, 2005, as cited in Hung et al., 2011).

Relatively, support and positive feedback from other members of community drive young mothers to share (Oh & Syn, 2015; Small, Taft, & Brown, 2011). There is a study, highlighting, that some mothers are focus on proving a 'good' motherhood through continuous online sharing the details of parenting more, than concern about intimacy of the family. Despite such example of substitute external need cannot promote satisfaction of BPN, it serves as a motivation to participate in sharing extensively (Lupton, Pedersen & Thomas, 2016).

1.3.1.2 Intrinsic Motivations

It is argued, that **prosocial motivations** involve people to sharing economy. The major characteristic of prosocial behavior activities is a voluntary desire to facilitate benefits to others, including sharing, caring and helping (Malonda et al., 2019). There is a study, where it is argued, that autonomous motivation for helping promotes satisfaction of BPN and contributes to well-being benefits for helper (Weinstein & Ryan, 2010). It is considered by many, that altruist, self-identification with community, and reciprocity drive to participate in knowledge sharing (Chang, & Chuang, 2011; He and Wei 2008; Bock et al., 2005; Wasko and Faraj, 2005, as cited in Hung, Durcikova, Lai, & Lin, 2011). However, there is a view, that reciprocity does not significantly impact on quality of participation in sharing economy (Hung, Durcikova, Lai, & Lin, 2011).

Despite a developed scientific knowledge on mothers' **altruistic character of sharing**, caring, and helping to own child or children (Vyrastekova et al., 2004), there is no studies on how parenting affects a prosocial behavior of woman, whether it promote intention to share with strangers.

According to the statement that the sharing economy has 'something for everyone' (Böcker and Meelen, 2017), innovativeness of the sharing economy lies into the fact, that sharing of access to goods or services operates among strangers. It raises additional concerns about **trust** (Tussyadiah & Pesonen, 2018). Most researchers consider, that trust or familiarity with sharing practice significantly impact on motivation to share (Hawlitschek et al., 2016, Mittendorf, 2016, Botsman, 2013 as cited in Cherry & Pidgeon, 2018; Celata, Hendrickson, & Sanna, 2017; Möhlmann, 2015; Guttentag et al., 2015). However, while trust has a priority over monetary aspect for such practices as car or knowledge sharing (Möhlmann, 2015; Chang & Chuang, 2011), motivation to be involved in accommodation sharing is based primarily on economic incentives rather than trust (Möhlmann, 2015). Moreover, it is argued by some, that using accommodation sharing, the absence of interactions with the other side is preferred (Tussyadiah, 2016).

Concerning sharing among mothers, the trust is observed as an integral incentive on motivation to participate in. Involvement to sharing practice implies to access either goods and services or information. For instance, valuable and observed as a trustable experience of other mothers may be useful for young mother, looking a piece of knowledge on child care or health issues (Nobles & Frankenberg, 2009). This view is supported by study, where it was figure out, that seeking information on health issues online provides more autonomy, relatedness, and

competence, than visit to doctor. Consequently, trust is assumed to be a motivation for mothers, who seek to access to shared assesses (Lee & Lin, 2016). From the other hand, in spite of some related risks (Tussyadiah & Pesonen, 2018), trust drives women to share not only items, but also some sensitive personal information (Chalklen, & Anderson, 2017; Nobles & Frankenberg, 2009).

1.3.1.3 Motivations to belong to a sharing community

A significant role of a **sense of community** in motivation is supported in the studies, addressing accommodation sharing platforms (Böcker & Meelen, 2017), sharing and gifting platforms (Albinsson & Perera, 2012). It is noted, that some are motivated to join sharing practice by desire to build a network (Schor et al., 2016). In the meantime, community belonging motivate participate in sharing economy more frequently, in so doing, be more involved in the activity (Böcker & Meelen, 2017; Möhlmann, 2015; Chang & Chuang, 2011). However, there are no evidence of community spirit in sharing practice, such a car or tool sharing (Böcker & Meelen, 2017; Möhlmann, 2015). Noteworthy, it is expected, that members of community can expect enjoyment of participation. Such positive experience encourages people to join some other sharing practices (Lin & Lu, 2011, as cited in Hamari et al., 2016). Also, people are more incline to share private information, attempting to maintain relatedness with other members of community (Ghaisani, Handayani, & Munajat, 2017). In the meantime, there is an evidence, that initial motivation does not prevent character of following participation (Fang & Neufeld, 2009, as cited in Hamari et al., 2016).

Finally, there are people, for whom involvement in sharing helps to find or support **self-identity**. For instance, sharing communities may act as a place for lifestyle improvement through interactions with other members (Milanova & Maas, 2017; Närvänen, Kartastenpää, & Kuusela, 2013). A tendency to fashion leadership, when individual desires to be among the first, to whom some product belongs, is supported by potentially new abilities to get an access to good through sharing. In this case, sharing platform has a hedonic value (Benoit et al., 2017), by which person, temporally, is able to feel uniqueness and comply self-identity perceptions for less costs (Lang, & Joyner Armstrong, 2018).

Concerning sharing among young mothers, **need to belong to community** is considered as one of the major motivation to mother's sharing behavior, due to its potential impact on woman's well-being. Pregnancy and giving a birth lead to changing in self-identity. For instance, transition to mothering may be fraught with concerns about physical imperfections, inexperience

in child bearing, changing role in a social life. Mothers as individuals with similar issues are more like to support and encourage, rather than criticize, control, or ignore. As researchers argue, 'mothering publics' support a first-time mother and provide an opportunity to 'test' their new identity (Johnson, 2015; Oh & Syn, 2015). Such kind of support is preferable for actualization of self and positively influence on need for autonomous of first-time mother (Small, Taft, & Brown, 2011).

There are studies, where the community based on sharing practice is observed as an autonomy-supportive environment (Nobles & Frankenberg, 2009) and facilitate to BPN fulfillment (Johnson, 2015). There is a common perception, that after childbirth, women have a risk to interrupt or cease some common for them activities, that may contribute to lack of socialization ignore (Small, Taft, & Brown, 2011). Thus, through online sharing platform woman has a change to meet and interrupt with likeminded people, with whom they share the common interests. Participation in sharing for entertainment need may bring enjoyment (Valenzuela, 2016). It is considered, that through a sense of community, sharing among young mothers facilitates a need for relatedness for both sides, sharing and accepting.

To summarize, according to theoretical background, the principles of peer-to-peer sharing meet a variety of potential interests of young mothers. It is highlighted the following motivations of sharing behavior: monetary rewards, convenience, Recognition by others, environmental and prosocial concerns, trust, need to belong to community.

Despite the importance of nature of motivations at individualistic level, there is a lack of knowledge on motivations of young mothers to participate in a sharing economy. In the meantime, an overwhelming majority of studies, concerning motivation in the sharing economy do not reflect its nature according to SDT as well.

1.4 Socio-economic differences between Belarus and Lithuania

Belarus and Lithuania are neighboring countries with many similarities from historic and sociocultural perspectives. The territories of the both countries have stayed under the same political regimes for many centuries. Firstly, it was formed the Grand Duchy of Lithuania in the thirteen century, which covered the lands of the modern countries. From sixteen to eighteen centuries a center of power moved to Polish territories, and Lithuanian and Belarusian lands became a part of Polish-Lithuanian Commonwealth. After that, almost half a century both of the

nations were under the control of the Russian Empire. Later, some of the parts of the countries were occupied by Poland for couple of decades. After the Secondary World War both Belarus and Lithuania were included as republics in the USSR. A final dividing of political regimes was happened about a three decades ago. Despite significantly different languages, such co-existence has reflected on historical and cultural heritage.

However, there are sufficient differences between Belarus and Lithuania in terms of mentality, the values shared Belarus nations. It is illustrated by study, that was implemented according to a scale, developed by Hofstede for cross-cultural groups and organizations (Piniuta, 2017; Hofstede, G. H., Hofstede G. J., & Minkov, M. 2010). It was figured out significant differences between Belarus and Lithuania in terms of 'individualism', 'uncertainty avoidance', and 'long term orientation' (Hofstede, G. H., Hofstede G. J., & Minkov, M. 2010). There deviations of Belarus from Lithuania are seen in a Figure 2 (Piniuta, 2017). The score is varied from 0 to 100.

In accordance to Hofstede, **individualism** refers to society's characteristic, where people are expected to look after themselves and their closest families. Collectivism is observed in opposition to individualism (Hofstede, G. H., Hofstede G. J., & Minkov, M. 2010). Relatively to the results of the study, Belarus is determined as collectivistic society with significantly lower level of individualism than in Lithuania (25 vs. 60 respectively). Whereas, Lithuanian society is possible to examine as moderately individualistic (Piniuta, 2017).

Uncertain avoidance is opposed to caution and reflect to what extent individuals react to unstructured or unexpected situations comfortably (Hofstede, G. H., Hofstede G. J., & Minkov, M. 2010). Consequently, Belarusian society is almost extreme pattern of social caution. Whereas, Lithuanian society is expected to be relatively more confident in ambiguous situations (Piniuta, 2017).

Long term orientation refers to indicator, that shows a relation of society to delayed their material, social, or emotional needs (Hofstede, G. H., Hofstede G. J., & Minkov, M. 2010). Low level of long term orientation is illustrated by respect to traditions and feeling of nostalgia. Whereas, more pragmatically adaptation of traditions in new shapes, and believing in "the better future" characterize a developed society in terms of long term orientation (Hofstede, G. H., Hofstede G. J., & Minkov, M. 2010). According to the research data, Lithuanian society manifest a higher adaptation and acceptance of new traditions and practices (Piniuta, 2017).

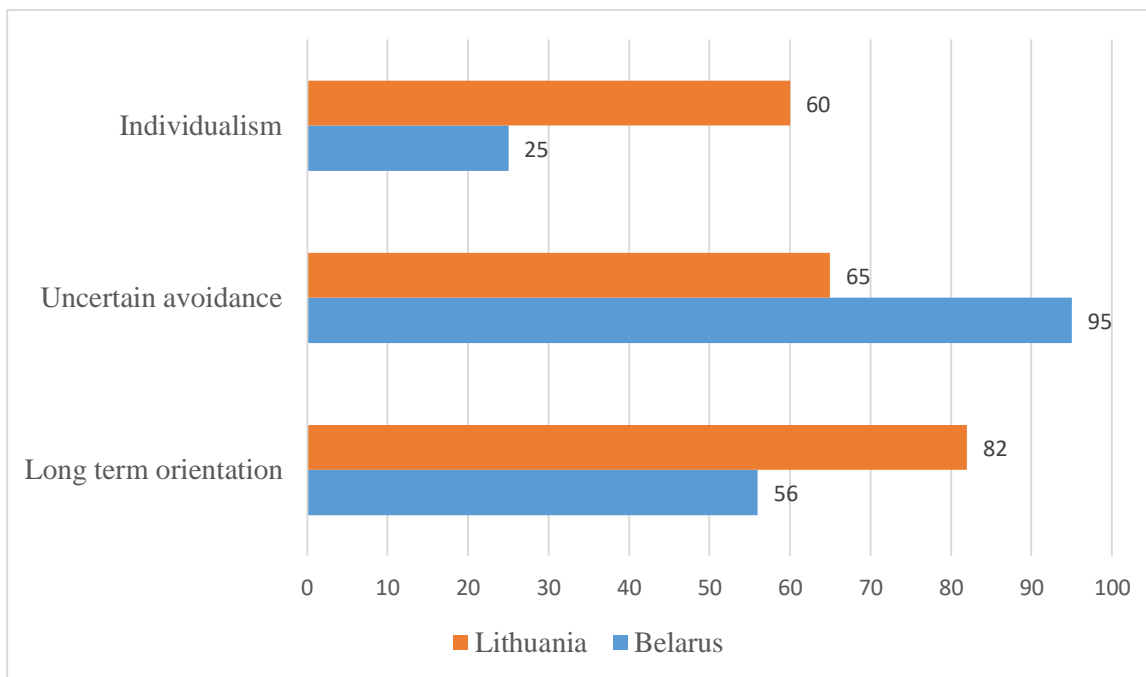


Figure 2. Comparison of Belarus and Lithuania, according to Hofstede's cultural dimensions (based on Piniuta, 2017)

There is no identified knowledge on influence of level of individualism, uncertain avoidance, or long term orientation of society on sharing behavior. In the meantime, there is an evidence, that level of development of individualism in society impacts on environmental concerns, which are signed among motivations to sharing behavior. Thus, on the basis of data from the World Values Survey, it was figure out, that individualistic countries are more proactive in terms of pollution. While collectivistic countries focus on complying the norms regarding limit of pollutions, individualistic ones spend money to prevent it (Eom et al., 2016). However, with reference to SDT empirical studies, most researchers have agreed, that there is universal approach to well-being of person through satisfaction of BPS, regardless of cultural values (Chen et al., 2015; Church et al., 2013; Sheldon, Cheng, & Hilpert, 2011).

Comparison of conditions of maternity leave are also signalize about different economic situations, faced by young mothers. This is evidenced by sizes of child-care allowance and maximum duration of maternity leave. According to Lithuanian legislation, monthly allowance is guaranteed to mothers during first two years after the birth of the child. Notably, that mothers are able to choose to get 77,58 per cent of amount of former income every month during first year, or

prolong compensation scheme and get 54,31 per cent or 31,03 per cent of former income during first and second years respectively. Maximum duration of maternity leave is three years (SoDra). Belarusian young mothers are able to stay in maternity leave relatively longer, up to five years. However, compensation scheme is expected to stimulate mothers to stop it after three years. It reflects in the maternity allowance sizes. Regardless the maternity grand, varied from 950 up to 1300 EUR, during first three years, mother gets a fixed amount of allowance, that compensates from 35 to 45 per cent of her former income, depending on quantity and health of the children (Social Security Fund of Belarus). Thus, maternity leave in Belarus is assumed to be longer than in Lithuania. In the meantime, Lithuanian mothers are motivated to reduce the maternity leave by monetary incentives. However, amount of compensation is higher in Lithuania than in Belarus.

According to SDT, motivations of people are sensitive to external factors, which can impact on the behavior (Ryan & Deci, 2008). Consequently, differences in the believe systems or economic situation in the countries are relevant in examining such phenomenon as sharing economy among young mothers.

To conclude, comparison of Belarusian and Lithuanian mothers is of interest to research due to social reasons, such as a significant discrepancy in individualism, uncertain avoidance, and long term orientation perception among the society; as well as different economic approach for maternity leave compensation.

2. RESEARCH METHODOLOGY

2.1 Model and hypotheses

A review of the literature indicates a lack of scientific knowledge on motivation to participate in a sharing economy from the perspective of the specific segment of market (young mothers) in terms of different socio-economic conditions at country level. Moreover, as it was mentioned, there are debates on definition of sharing economy and relatedness of motivations to extrinsic or intrinsic groups.

In our research design we use the Theory of Plan behavior and the Self-Determination Theory. The research model was developed in accordance with the models from the previous studies, which are related with motivation and sharing economy.

A core of the model was found in the study of Haoxiao Li and Haoyu Wen, concerning motivation generated in collaborative consumption from SDT perspective (Haoxiao, & Haoyu, 2019). Developing a list of independent variables, there were used studies about shared clothes consumption, social motivations in e-learning, and knowledge sharing behavior (Khan, & Rundle-Thiele, 2019; Hernandez et al., 2011; Hung et al., 2011).

Taking into consideration the controversial opinions on the nature of trust to sharing, it was decided to incline to the general intrinsic psychological characteristic and observe the role of propensity to trust in the research.

Considering motivational factors from the SDT perspective, the variables of intrinsic motivation are developed in accordance with the BPN, namely need for autonomy (Altruism); need for relatedness (“Propensity for trust”, “Need to belong”), and need for competence (“Self-efficacy”).

For defining possible impact of socio-economic context and caused differences in motivation on young mothers, the model was added by a moderator “Country of residence (Belarus/ Lithuania)”.

The Research Model is presented below (See Figure 3).

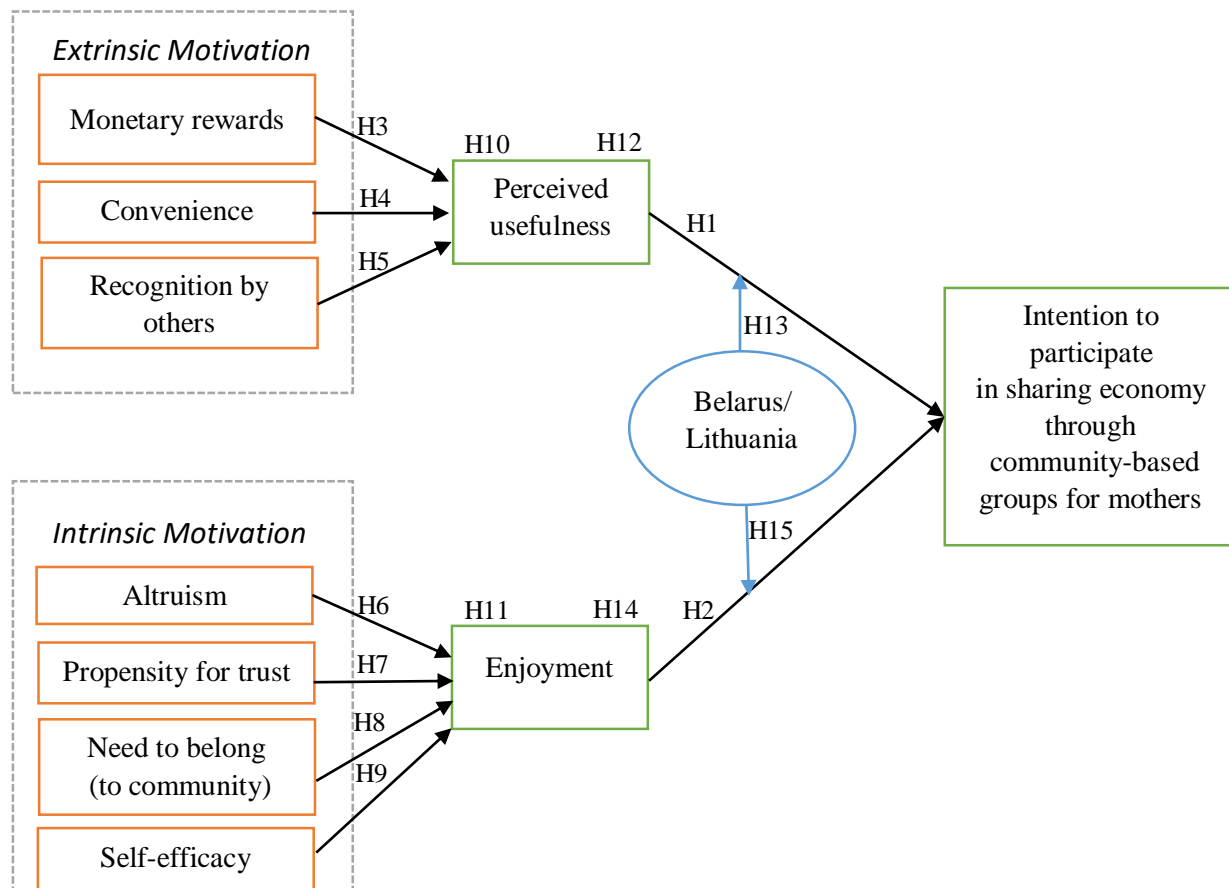


Figure 3. *Research Model*

According to performed literature analysis, this study proposes to test the hypotheses, supporting the Self-Determination theory in the context of sharing among young mothers. It is important, first of all, to measure, whether the mothers associate sharing through community-based groups for mothers with 'Perceived usefulness' or 'Enjoyment' as follows:

H1: **Perceived usefulness** has a positive effect on the **intention to participate in sharing economy**.

H2: **Enjoyment** has a positive effect on the **intention to participate in sharing economy**.

'Perceived usefulness' and 'Enjoyment' are these variables are assumed to be derived from extrinsic and intrinsic motivations relatively. Therefore, as the next step, the relationships between extrinsic and intrinsic motivators and the criterion variables will be examined as follows:

H3: **Monetary rewards** have a positive effect on **perceived usefulness**.

H4: **Convenience** has a positive effect on **perceived usefulness**.

H5: **Recognition by others** has a positive effect on **perceived usefulness**.

H6: **Altruism** has a positive effect on **enjoyment**.

H7: **Propensity to trust** has a positive effect on feelings of **enjoyment**.

H8: **Need to belong** has a positive effect on feelings of **enjoyment**.

H9: **Self-efficacy** has a positive effect on feelings of **enjoyment**.

H10: **Perceived usefulness** positively mediates the relationship between **individual forms of extrinsic motivation** and **intention to participate in sharing economy**.

H11: **Enjoyment** positively mediates the relationship between **individual forms of intrinsic motivation** and **intention to participate in sharing economy**.

One of the main aim of the research is to define possible impact of socio-economic factors on motivation among young mothers to participate in sharing.

As it was mentioned before, sharing is relatively new phenomenon of consumption. There is no strong theoretical background and cohesion in defining. Consequently, Belarusian society as an extreme pattern of social caution are expected to be rather skeptical to new sharing experience (Piniuta, 2017) in comparison with more confident in ambiguous situations Lithuanians. Moreover, Lithuanian society manifest a higher adaptation and acceptance of new traditions and practices (Hofstede, G. H., Hofstede G. J., & Minkov, M. 2010). The following hypotheses are aimed to test it:

H12: **Perceived usefulness** is more important for Lithuanian women rather than Belarusian.

H13: **Country of residence** (Belarus/ Lithuania) moderates the relationship between **perceived usefulness** and **intention to participate in sharing economy**.

The collectivistic Belarusian society can be subject to feel more enjoyment from sharing experience in comparison with moderately individualistic Lithuanians and influence on intention to participate in a sharing economy (Piniuta, 2017, Hofstede, G. H., Hofstede G. J., & Minkov, M. 2010). It is plans to test as follows:

H14: **Enjoyment** among young mothers is higher in Belarus rather than Lithuania.

H15: **Country of residence** (Belarus/ Lithuania) moderates the relationship between **enjoyment** and **intention to participate in sharing economy**.

2.2. Research instrument

Based on the previous study, a **survey method** in form of **online questionnaire** was defined as the most appropriate for the purpose of the present research. Such quantitative approach in gathering information is observed as either affordable or flexible in terms of ability to reach target public from the different countries. Collecting the data online facilitates better distribution of the questionnaires among the public. The respondent can participate in the survey remotely. Also, online questionnaires are perceived as easier way for following data system processing and analysis.

Sharing economy as phenomenon is under evaluation of scientific thinking and deeper knowledge. There is a lack of the specific scales for its measurement. In the absence of scientific knowledge on motivation of young mothers to participate in a sharing economy, the scales for the present research were selected from the range of motivations` measurements across earlier studies.

For accurate data collecting, it is important to prevent a mixed effect of extrinsic and intrinsic motivations.

The variable "Altruism" serves as an indicator of possible effect of intrinsic need for autonomy on intention to participate in a sharing economy (See Table 1).

Table 1.

Measurement for variable "Altruism" (Rodriguez-Ricardo, Sicilia, & López, 2019)

Variable	No. of item	Scale item
Altruism	1.	People should be willing to help others who are less fortunate.
	2.	Helping people with their problems is very important to me.
	3.	People should be more charitable towards others in society.
	4.	People in need should receive support from others.
Cronbach Alfa: 0,89		

To find out the possible positive relations between the motives promoting need to relatedness and intention to participate in a sharing economy, such general intrinsic states as "Propensity for trust" and "Need to belong" are planned to test in the research.

"Propensity for trust" is observed as relevant intrinsic variable, signaling of possible facilitation of the need of relatedness. Considering an online character of the communities for young mothers, it was chosen a scale for measuring propensity for trust from the study about

relation between blogger's sponsored recommendations and intention to purchase (Mittendorf, & Ostermann, 2017). The scale was modified by previous researchers on the basis of the 5-item scale of propensity to trust developed by Laurent et al. (1995) (See Table 2).

Table 2.

Measurement for variable "Propensity for trust" (Mittendorf and Ostermann, 2017)

Variable	No. of item	Scale item
Propensity for trust	1.	I generally trust other people.
	2.	I generally have faith in humanity.
	3.	I generally trust other people unless they give me reason not to do it.
	4.	I feel that people are generally reliable.
	5.	I tend to count upon other people.
Cronbach Alfa: 0,901		

For testing possible positive effect of need to belong in intention to participate in a sharing community of young mothers, a ten-item "Need to belong" scale is observed as relevant for the research. It was developed by Baumeister and Leary in 1995 (Baumeister, & Leary, 1995) and has found a wide application (Leary, Kelly, Cottrell, & Schreindorfer, 2013), including testing the nature of participation in social networks (James et. al., 2017; Beyens, Frison, & Eggermont, 2016) (See Table 3).

Table 3.

Measurement for variable "Need to belong" (Baumeister, & Leary, 1995)

Variable	No. of item	Scale item
Need to belong	1.	If other people don't seem to accept me, I don't let it bother me.
	2.	I try hard not to do things that will make other people avoid or reject me.
	3.	I seldom worry about whether other people care about me.
	4.	I need to feel that there are people I can turn to in times of need.

Variable	No. of item	Scale item
	5.	I want other people to accept me.
	6.	I do not like being alone.
	7.	Being apart from my friends for long periods of time does not bother me.
	8.	I have a strong "need to belong."
	9.	It bothers me a great deal when I am not included in other people's plans.
	10.	My feelings are easily hurt when I feel that others do not accept me.
Cronbach Alfa: 0,81		

It is expected, that a degree of self-efficacy reflects an individual need to competence. For the purpose of the study, the chosen scale of self-efficacy was modified. In the meantime, the using scale is a three-item version of a ten-item Generalized self-efficacy scale (Schwarzer, & Born, 1997), which was successfully tested in learning of value co-creation in the sharing economy (Lan et al., 2017) (See Table 4).

Table 4.

Development of measurement for variable "Self-efficacy" (Adopted from Lan et al., 2017)

No.	Original scale item	Modified scale item
1	I have competence in assistance.	I have competence in assistance to the others by using social media or other online communities.
2	I have competence dealing with the problems.	I have competence dealing with the problems online.
3	I can affect behavior of others.	I can affect behavior of others.
Cronbach Alfa: 0,807		

The scales for measurement of the remaining variables ("Intention to participate", "Perceived Usefulness", "Enjoyment"; extrinsic "Monetary Rewards", "Convenience", "Recognition by others") were modified for the purpose of the present study as well and presented below (See Tables 5-10).

During earlier studies, all the scales were tested according to the Cronbach Alpha method and estimated not less than 0,807. That indicates the constructs' reliabilities (Field, 2017).

Table 5.

Development of measurement for variable "Intention to participate" (Adopted from Sharma, & Klein, 2020, based on Kauffman, Lai, & Ho, 2010)

No.	Original scale item	Modified scale item
1	I am willing to participate in a group-buying purchase.	I am willing to share my assets (kids-related products, knowledge, and experience) through Internet community for young mothers.
2	I will probably participate in a group-buying purchase.	I will probably share my assets (kids-related products, knowledge, and experience) through Internet community for young mothers.
3	I am interested in participating in a group-buying purchase.	I am interested in sharing of my assets (kids-related products, knowledge, and experience) through Internet community for young mothers.
Cronbach Alfa: 0,883		

Table 6.

Development of measurement for variable "Perceived Usefulness" (Adopted from Dakduk et al, 2017, based on Davis, 1989)

No.	Original scale item	Modified scale item
1	Using Internet to buy a product would help me to purchase more efficiently.	Using Internet community for mothers would help me to share my assets (kids-related products, knowledge, and experience) with other mothers more efficiently.
2	Using Internet to buy a product would help me to purchase more quickly.	Using Internet community for mothers would help me to share my assets (kids-related products, knowledge, and experience) with other mothers more quickly.
3	Using Internet to buy a product would be useful to make my shopping.	Using Internet community for mothers would be useful for sharing my assets (kids-related products, knowledge, and experience) with other mothers.
4	Internet makes my shopping efficient.	Internet communities for mothers can make sharing of my assets with other mothers efficient.
5	Internet is valuable to me.	Internet communities for mothers are valuable to me.

No.	Original scale item	Modified scale item
6	Internet is beneficial for purchasing.	Internet communities for mothers are beneficial for sharing of assets with other mothers.
Cronbach Alfa: 0,89		

Table 7.

Development of measurement for variable “Enjoyment” (Adopted from Hamari et. al., 2016, based on Van der Heijden, H., 2004)

No.	Original scale item	Modified scale item
1	I think collaborative consumption is enjoyable.	I think sharing of assets (kids-related products, knowledge, and experience) with other mothers is enjoyable.
2	I think collaborative consumption is exciting.	I think sharing of assets (kids-related products, knowledge, and experience) with other mothers is exciting.
3	I think collaborative consumption is fun.	I think sharing of assets (kids-related products, knowledge, and experience) with other mothers is fun.
4	I think collaborative consumption is interesting.	I think sharing of assets (kids-related products, knowledge, and experience) with other mothers is interesting.
5	I think collaborative consumption is pleasant.	I think sharing of assets (kids-related products, knowledge, and experience) with other mothers is pleasant.
Cronbach Alfa: 0,889		

Table 8.

Development of measurement for variable “Monetary Rewards” (Adopted from Urbonavicius, & Sezer, 2019, based on Hawlitschek et al.,2016)

No.	Original scale item	Modified scale item
1	Sharing offers me an addition source of income.	Sharing of my assets (kids-related products, knowledge, and experience) with somebody else would offer me an addition source of income.
2	Sharing allows me to generate an additional income.	The question is excluded.

No.	Original scale item	Modified scale item
3	Sharing allows me to earn money.	Sharing of my assets (kids-related products, knowledge, and experience) via online communities for mothers would allow me to earn money.
4	Sharing allows me incidental earnings.	The question is excluded.
5	Sharing allows me to make money from my stuff.	Sharing of extra assets (kids-related products, knowledge, and experience) would allow me to make money from my stuff.
Cronbach Alfa: 0,931 (Hawlitschek et al. (2016)		

Table 9.

Development of measurement for variable “Convenience” (Adopted from Kim, Mirusmonov, & Lee, 2010)

No.	Original scale item	Modified scale item
1	Mobile payment is convenient because the phone is usually with me.	Sharing through internet community for mothers is convenient because I usually have an access to the Internet.
2	Mobile payment is convenient because I can use it anytime.	Sharing through internet community for mothers is convenient because I can use smartphone for this purpose anytime.
3	Mobile payment is convenient because I can use it in any situation.	Sharing through internet community for mothers is convenient because I can use smartphone with Internet access in any situation.
4	Mobile payment is convenient because mobile payment service is not complex.	Sharing through internet community for mothers is convenient because it is easy to participate.
Cronbach Alfa: 0,898		

Table 10.

Development of measurement for variable “Recognition by others” (Adopted from Bock at al.,2005)

No.	Original scale item	Modified scale item
1	My knowledge sharing would strengthen the ties between existing members in the organization and myself.	My assets` sharing would strengthen the ties between existing members in the mothers` community and myself.
2	My knowledge sharing would get me well-acquainted with new members in the organization.	My assets` sharing would get me well-acquainted with new members in the mothers` community.
3	My knowledge sharing would expand the scope of my association with other members in the organization.	My sharing would expand the scope of my association with other members in mothers` community.
4	My knowledge sharing would draw smooth cooperation from outstanding members in the future.	My assets` sharing would draw smooth cooperation from outstanding members of mothers` community in the future.
5	My knowledge sharing would create strong relationships with members who have common interests in the organization.	My assets` sharing would create strong relationships with members who have common interests in mothers` community.
Cronbach Alfa: 0,919		

The questionnaire consists of 57 questions, including one screening question and six demographical ones.

The screening question was designed to reach the target audience. It serves as a “filter” for selecting only relevant respondent`s opinions. In case of the negative answer to the screening question, respondent will not be able to be interviewed. The demographic characteristics will facilitate a better quality of the following data analysis. Answering the questions from the main body of the survey, respondents are asked to indicate the degree to which each statement is true or characteristic of them on a 5-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). Some of the questions are reversed scored.

In pursuit of quality of the gathering data, the questions are divided into topical blocks for ease of fill, with a possibility to continue the survey only after the filling all the items in the block.

Two versions of the same questionnaire were developed for Belarusian and Lithuanian young mothers – in Russian and Lithuanian languages relatively.

The full Questionnaire is presented in the Appendix B.

2.3. Sample and data collecting

The **research sample** are females, who have intentions to participate or already participate in a sharing economy through community-based groups for mothers. **Population** of the research are mothers, who have at least one child of pre-school age at the moment of the survey conduction. Aiming to define the possible differences in mothers' motivations living in the different socio-economic circumstances, Belarus and Lithuania were chosen for sampling.

Official figures of Lithuania show 203.677 of children under the age of 7 at the turn of year 2020 (Lithuanian official statistics. Number of children by age). Based on this fact and the fertility-rate of Lithuania - 1,661 (World Population Review), it is possible to assume, that population of the research for Lithuania is calculated as follows.

No. of young mothers in Lithuania = Quantity of children under the age of 7/ Fertility-rate

or

No. of young mothers in Lithuania = 203.677 / 1,661 = 122.624 women.

According to the latest population census, there are 5.058,9 and 1.498,6 thousand of women in Belarus and Lithuania respectively (Social Security Fund of Belarus; Lithuanian official statistics. Residents of Lithuania). Consequently, the general population of females in Belarus is bigger in 3,38 times than the Lithuanian number of women. Extrapolating the ratio of the females to the number of children in Belarus and Lithuania, the number of children under age of 7 in Belarus is calculated as follows.

No. of children under age of 7 in Belarus = No. of children under age of 7 in Lithuania x 3,38

or

No. of children under age of 7 in Belarus = 203.677 x 3,38 = 688.429 children.

Based on the fertility-rate of Belarus - 1,706 (World Population Review), it is possible to assume, that population of the research for Belarus is calculated as follows.

No. of young mothers in Belarus = Quantity of children under the age of 7/ fertility-rate

or

No. of young mothers in Belarus = 688.429 / 1,706 = 403.534 women.

In this way, population of the research of young mothers is estimated as 403.534 and 122.624 women in Belarus in Lithuania respectively.

The figures reflect a large character of the population. Consequently, the following formula is used for sample size defining.

$$n = z^2 p(1-p)/ e^2, \text{ where}$$

n – necessary sample size;

z – standard error associated with the chosen level of confidence;

(z =1.96 using confidence interval =95 per cent);

p – estimated percent in the population (p = 50 per cent);

e – acceptable sample error (e = 5 per cent).

According to the formula, the required sample size is 383 women. It is planned to keep the ratio of females in the observed countries, namely 3,38 and sample for the research 296 and 87 young mothers in Belarus and Lithuania relatively.

In addition, the previous studies were used in taking decision on the sampling for the research (See Table 11). The numbers found vary from 117 to 283, that confirms feasibility of the chosen sample size.

Table 11.

Examples of the methods of data collecting in previous studies

Author	Subject of the study	Type of questionnaire	Sampling	Number of respondents
Chang, & Chuang, 2011	Knowledge sharing	Online questionnaire	Non-probability	282
Chalklen, & Anderson, 2017	Mothering on Facebook	Online questionnaire	Non-probability	117
Möhlmann, 2015	C2C accommodation sharing	Online questionnaire	Non-probability	187
Ghaisani, Handayani, & Munajat, 2017	Sharing Information on Social Media	Online questionnaire	Non-probability	255
Kim, 2016	Location-based information sharing	Online questionnaire	Non-probability	283

Author	Subject of the study	Type of questionnaire	Sampling	Number of respondents
Average number of respondents:				225

Thus, a non-probability, judgmental sampling addresses the purpose to define the knowledge of respondents on the topic of the research and is observed as optimal method.

Summary of the methods of data collecting for present research is presented below (See Table 12).

Table 12.

Survey Data Sheet

Methods of data collecting	quantitative, online questionnaire
Target audience	women, who have intentions to participate or already participate in a sharing economy through community-based groups for mothers
Sampling	non-probability, judgmental
Sampling size	383 respondents

3. RESEARCH RESULTS

3.1 Sample and measurements

For the research of motivation factors for participation in a sharing economy among young mothers in Belarus and Lithuania, it was created a questionnaire (See Appendix A). The questionnaire was translated to Russian and Lithuanian languages for the respondents of the research (See Appendixes B and C). The number of respondents has reached a total of 477.

As a next step, all the received answers were coded. In case of male gender or absence of pre-school age children, the respondents have been excluded. After excluding missing values, the total number of used answers has declined to 422. Consequently, there are 271 and 151 questionnaires, selected among Belarusian and Lithuanian young mothers relatively, which are appropriate for the further analysis.

According to the obtained data, the samples are more or less homogeneous. The respondents in both countries are similar in terms of age and quantity of children. The average age of the respondents is nearing 32 years. The range of the age is almost equal as well: from 21 to 49 – in Belarus and from 20 to 50 – in Lithuania. Women from the samples more frequently have only one child. However, there were respondents, who mentioned about having up to 4 children (See Appendix D).

Concerning professional activity, the samples significantly differ (Chi-Square test: $\chi^2(4) = 12.917$ $p < 0.001$). However, the majority of women have full-time employment (60.9 per cent in Belarus and 58.3 per cent in Lithuania, $p > 0.05$) and there are almost equal shares of unemployed women in both samples (13.7 and 13.9 per cent in Belarus and Lithuania respectively). The prevalence of employed women over unemployed signals, that both systems of maternity leave stimulate to continue professional activity after childbirth (See Appendix D).

At the same time, significant differences between two samples were emerged during examination of women` material wealth, marital status, and education level.

The obtained data proves assumption, that the level of the wealth is differ between Lithuania and Belarus (Chi-Square test: $\chi^2(4) = 13.719$ $p < 0.001$). The majority of Lithuanian women evaluated own level of wealth as coefficient for comfortable life and freely money spending. Its percentage reached 58.3 per cent. Significantly smaller share of Belarusian women identified the same level of wealth (42.1 per cent) ($p < 0.05$). Noteworthy, that among Belarusian

sample almost equal share gained the women, who can cover only basic necessities (42.4 per cent). Whereas, only 32,5 per cent of Lithuanian respondents agreed with this statement. It is significantly lower level in comparison with Belarus ($p < 0.05$). Among the samples, there were only few cases, when the level of wealth was evaluated as 'struggling to afford basic necessities, as food and a place to live' and the difference between the samples is not significant ($p > 0.05$) (See Appendix D). The resulting data corresponds with the difference in GDP per capita between Belarus and Lithuania in 2019 (USD 19,997.058 and USD 38,501.836 relatively) (World Bank Group, 2020).

A vast majority of Belarusian respondents or 92.6 per cent claimed about being in marriage. 5.9 per cent of women are divorced and absolute minority characterized themselves as single. Whereas in Lithuania, the share of married women is not so dominant, but remains the biggest (74.8 per cent). Noteworthy, there are more single women, than divorced in Lithuania (14.6 vs. 10.6 per cent relatively). According to the results of Chi-Square test, there are statistically significant differences between married and single women in the samples ($\chi^2(2) = 33.354$ $p < 0.001$) (See Appendix D). The resulting data proves more traditional views on marriage registration of Belarusian women and can prove higher level of Uncertain Avoidance in comparison with Lithuania.

Also, Chi-Square test showed significant differences in education level between two samples ($\chi^2(2) = 27.307$ $p < 0.001$). The majority of the women in both samples have reached no less than Bachelor Degree. However, the share of Belarusian women with high education (93.4 per cent) significantly bigger than the Lithuanians (77.5 per cent) ($p < 0.05$). Except one case, all the others women from Belarusian sample reached post-secondary level of education (6.3 per cent). 15.2 percent of Lithuanian respondents answered the same. Thus, Lithuanian sample is prevailing in terms of Post-secondary level of education ($p < 0.05$). The remains 7.3 per cent of Lithuanian respondents finished only secondary school. To sum up, the level of education among the samples is higher in Belarus, than in Lithuania (See Appendix D).

To measure the research model, it was used Statistical Package for the Social Sciences 26th version. Defining reliability, all the scales were tested according to the Cronbach Alpha method (Fields, 2017). The achieved results prove reliability of the chosen scales, in which Cronbach Alpha ranges from 0.654 to 0.913 (Fields, 2017) (see Table 13). Also, the obtained data refers to the optimal quantity of items and possible lower reliability of the scales in case of deleting some

of their items. Therefore, there was no need to reduce some items for further analysis (See Appendix E).

Table 13.

Cronbach Alpha for the scales, used in the present research

No.	Scale	Items (n)	Cronbach Alpha
1	Intention to participate	3	0,913
2	Perceived usefulness	6	0.897
3	Enjoyment	5	0,906
4	Monetary rewards	5	0,790
5	Convenience	4	0,893
6	Recognition by others	5	0,908
7	Altruism	4	0,752
8	Propensity for trust	5	0,784
9	Need to belong	10	0,781
10	Self-efficacy	3	0,654

In overall, surveyed women expressed a quite high level of interest in the sharing among mothers. Thus, mean rank of the variable 'Intention to participate' is 4.09 of 5.

According to the results of t-test for independent samples, it is difficult to identify a general trend in the assessments of intrinsic motivators between Belarusian and Lithuanian samples. Belarusian mothers have gained the higher mean ranks in terms of as 'propensity to trust' (M= 3.63 in Belarus vs. M =3.34 in Lithuania, $t(272.039) = 3.347$ $p=0.001$) and 'need to belong' (M= 3.46 in Belarus vs. M =3.24 in Lithuania, $t(420) = 3.246$ $p=0.001$), whereas both samples characterized 'self-efficacy' (M= 3.56 in Belarus vs. M =3.51 in Lithuania, $t(420) = 0.558$ $p=0.577$) and 'altruism' (M= 3.87 in Belarus vs. MR =3.97 in Lithuania, $t(420) = -1.285$ $p=0.200$) to the same degree.

Concerning the extrinsic motivators, 'monetary rewards' is higher evaluated by the Lithuanian sample (M= 3.43 in Belarus vs. M= 3.64 in Lithuania, $t(420) = -2.295$ $p=0.022$), whereas 'Recognition by others' is more important for Belarusian women (M= 4.17 in Belarus vs. M =3.89 in Lithuania, $t(420) = 3.621$ $p<0.001$) (See Appendix F).

Therefore, the obtained data corresponds to understanding of the difference between collectivistic and individualistic societies. Thus, the represents of collectivistic Belarusian society can be characterized as more prone to trust, need to belong and be recognized but others. Whereas, quite individualistic Lithuanian sample indicated higher importance of anticipated monetary rewards.

To enable deeper conclusions, the next section is aimed to test the hypotheses of the research model.

3.2 Hypotheses Testing

3.2.1 Analysis of intention to participate in a sharing economy among young mothers

According to the Research model, which is based on the SDT, it is assumed, that young mothers are motivated to intend to participate in the sharing practice with other mothers with extrinsic and intrinsic motivational factors. The main focus of the study is to define the role of specific motivation factors in the intention of young mothers to be involved in the sharing with each other.

To examine the hypotheses, it is decided to combine the Belarusian and Lithuanian samples and perform statistical analysis of the model, based on the aggregated data.

The process of testing the research model was initiated by examining the relationships between 'Intention to participate in sharing economy through community-based groups for mothers' (hereinafter 'Intention') and 'Perceived usefulness' and 'Enjoyment'. The variables 'Perceived usefulness' and 'Enjoyment' serve as criterion variables of extrinsic and intrinsic by nature motivations, and are prerequisites for intention to participate in the sharing practice. That means, 'Intention' is a dependent residual variable, depending on the predictors 'Perceived usefulness' and 'Enjoyment'. Taking into consideration, that all the variables are interval (parametric), a multilinear regression is chosen as an optimal way to testify the relationships between variables. That is formalised in the hypotheses H1 and H2 (Fields, 2017).

Before testing H1 and H2, we removed several influential cases, based on the analysis of Histogram, Normal P-P Plot, and performed Case wise diagnostics.

Correlations prove the existence of tested relationships among the variables ($p < 0.001$).

The result of Durbin-Watson test (1.815) signals about no autocorrelation problem.

The model has stood the test on multicollinearity problem as well. Taking into consideration, that VIF, a measure of multicollinearity, is 1.342 ($p < 0.001$), that less than 4, it is possible to argue, there is no problem of multicollinearity (Fields, 2017).

The analyze of variance (ANOVA) proves, that regression is significant, $F(2) = 190.563$, $p < 0.001$.

The model explains 47.9 per cent of variation of the dependent variable (β of ‘Perceived usefulness’ is equal to 0.567; β of ‘Enjoyment’ is equal to 0.191) (See Figure 4).

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,692 ^a	,479	,476	,60957	1,815

a. Predictors: (Constant), ENJOY, USEFUL
 b. Dependent Variable: INTENT

Figure 4. H1, H2: Coefficient of determination and the result of Durbin-Watson test.

Overall, the regression determines both positive impact of ‘Perceived Usefulness’ ($t = 14.030$, $p < 0.001$) and ‘Enjoyment’ ($t = 4.658$, $p < 0.001$) on intention to participate in a sharing economy among young mothers (See Figure 5). Noteworthy, that ‘Perceived Usefulness’ has significantly higher importance for young mothers than ‘Enjoyment’, expecting from the sharing practice. The model can be formalised as follows:

$$Y = -0,218 + 0.576 * 'Perceived\ usefulness' + 0.191 * 'Enjoyment'$$

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	Collinearity Tolerance	Statistics VIF
	B	Std. Error					
1	(Constant)	-,218		-,973	,331		
	USEFUL	,797	,057	,576	,000	,746	1,340
	ENJOY	,218	,047	,191	4,658	,000	,746

a. Dependent Variable: INTENT

Figure 5. H1, H2: Coefficients.

Hypotheses H1 and H2 are accepted. ‘Perceived usefulness’ and ‘Enjoyment’ have positive influence on intention to participate in sharing economy through community-based groups for mothers. All the tables of its testing are provided in the Appendix G.

As a next step, the multilinear regression analysis was conducted to examine hypotheses H3, H4, H5 about possible impact of the extrinsic motivational factors, such as ‘Monetary rewards’, ‘Convenience’, ‘Recognition by others’, on ‘Perceived Usefulness’.

Keeping the same methodology, first of all, there were excluded influential cases. The gained correlations between ‘Perceived Usefulness’ and ‘Monetary awards’ and ‘Recognition by others’ support hypotheses ($p < 0.001$).

After that, the model has successfully stood the various tests. Durbin-Watson test (1.757) excluded the possibility of autocorrelation problem.

Whereas, VIF is varying from 1.094 to 1.117, that proves the absence of multicollinearity problem.

The analyze of variance (ANOVA) assures, that regression is significant, $F(3) = 103.304$, $p < 0.001$.

The model explains 43 per cent of variation of the dependent variable (See Figure 6).

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,656 ^a	,430	,426	,42308	1,757

a. Predictors: (Constant), RECOGN, MONET, CONVEN
 b. Dependent Variable: USEFUL

Figure 6. H3, H4, H5: Coefficient of determination and the result of Durbin-Watson test.

The standardized coefficients Beta highlight a secondary role of ‘Monetary rewards’ in comparison with ‘Convenience’ and ‘Recognition by others’ (β is equal 0.132; 0.432; 0.323 in regard to ‘Monetary rewards’, ‘Convenience’, and ‘Recognition by others’ respectfully) (See Figure 7).

Overall, the regression that determines the positive impact of all extrinsic motivations – such as ‘Monetary rewards’ ($t=3.397$, $p=0.001$), ‘Convenience’ ($t=10.979$, $p < 0.001$), and

'Recognition by others' ($t=8.218$, $p<0.001$) – on 'Perceived usefulness' exists (See Figure 7), and can be formalised as follows:

$$Y = 1,101 + 0.132 * \text{'Monetary awards'} + 0.432 * \text{'Convenience'} + 0.323 \text{'Recognition by others'}$$

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics		
	B	Std. Error	Beta			Tolerance	VIF	
1	(Constant)	1,101	,189					
	MONET	,085	,025	,132	3,397	,001	,914	1,094
	CONVEN	,429	,039	,432	10,979	,000	,895	1,117
	RECOGN	,240	,029	,323	8,218	,000	,899	1,112

a. Dependent Variable: USEFUL

Figure 7. H3, H4, H5: Coefficients.

Hypotheses H3, H4, and H5 are accepted. 'Convenience', 'Recognition by others', and 'Monetary rewards' are evaluated by surveyed women as prerequisites of 'Perceived usefulness' of the possible participation in sharing economy through community-based groups for mothers. All the tables of its testing are provided in the Appendix G.

The following step of the analysis is to test the hypotheses HH 6-9, which are related to the possible influence of intrinsic motivational factors to the criterion variable 'Enjoyment'. The group of intrinsic motivators includes general indicators of the need for relatedness, namely 'Altruism', 'Propensity to trust', and 'Need to belong', as well as 'Self-efficacy', implying the need for competence. Both needs for relatedness and competence are characterized as BPN and potentially have a crucial role in a quality of involvement to the sharing practice.

Before testing the model, it was performed Case wise Diagnostics and follow-up removing the influentials.

It is found out a very weak correlation between residual 'Enjoyment' and 'Need to belong', equal to 0,144 ($p=0.002$) (Fields, 2017). Moreover, significance of the Hypothesis is equal to 0.734 ($p>0.05$). The regression analysis of possible impact of 'Need to belong' to 'Enjoyment' for Belarusian and Lithuanian samples separately proves no significance of the model. Therefore, **hypothesis H8 is rejected.**

All correlations prove the existence of tested relationships among the variables ($p < 0.001$). During the testing of the model, it was identified the following. Durbin-Watson test (2.080) and the value of VIF, varying from 1.032 to 1.106, exclude possibility of autocorrelation and multicollinearity problems (See Figures 8 and 9).

The analyze of variance (ANOVA) shows, that regression is significant, $F(3) = 24.488$, $p < 0.001$.

The model explains 15.3 per cent of variation of the dependent variable (β is equal 0.180; 0.200; 0.203 in regard to 'Altruism', 'Propensity to trust', and 'Self-efficacy' respectfully) (See Figure 8).

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,391 ^a	,153	,147	,63091	2,080

a. Predictors: (Constant), EFFICACY, ALTR, TRUST
b. Dependent Variable: ENJOY

Figure 8. *H6, H7, H9: Coefficient of determination and Durbin-Watson test.*

Overall, the regression that determines the impact of some intrinsic motivations on 'Enjoyment' exists. According to the obtained values of Standardized Coefficients Beta, it is concluded, that such motivational factors as 'Altruism' ($t=3.793$, $p < 0.001$), 'Propensity to trust' ($t=4.164$, $p < 0.001$), and 'Self-efficacy' ($t=4.371$, $p < 0.001$) have similar strengths of the positive impact on 'Enjoyment' (See Figure 9).

The regression can be formalised as follows:

$$Y = 2,239 + 0.180 * 'Altruism' + 0.200 * 'Propensity to trust' + 0.203 * 'Self-efficacy'.$$

Model	Coefficients ^a						Collinearity Statistics	
	Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.	Tolerance	VIF	
1	(Constant)	2,239	,216		10,361	,000		
	ALTR	,163	,043	,180	3,793	,000	,925	1,081
	TRUST	,165	,040	,200	4,164	,000	,904	1,106
	EFFICACY	,164	,037	,203	4,371	,000	,969	1,032

a. Dependent Variable: ENJOY

Figure 9. H6, H7, H9: Coefficients after excluding influential cases.

The hypotheses H6, H7, and H9 are accepted. 'Altruism', 'Propensity to trust', and 'Self-efficacy' have positive impact on 'Enjoyment'. Consequently, young mothers, prone to the need for relatedness ('Altruism', 'Propensity to trust') and need for competence ('Self-efficacy'), expect 'Enjoyment' from being involved in the sharing practice with other mothers. All the tables of its testing are provided in the Appendix G.

To define whether perceived usefulness positively mediates the relationship between individual forms of extrinsic motivation and intention to participate in sharing economy (Hypothesis 10), it was decided to examine the mediating effects of 'Perceived usefulness' for each extrinsic motivation, namely 'Monetary rewards' (H10a), 'Convenience' (H10b), and 'Recognition by others' (H10c) separately. For this purpose, there were conducted series of regression analysis, implemented with the PROCESS macro Version 3.5, based on Model 4 (Hayes, 2017).

The results indicate, that 'Monetary rewards' and 'Convenience' are significant predictors of the intention to participate in the sharing practice ($\beta=0.1385$, $p=0.0002$ and $\beta=0.3100$, $p=0.0000$ respectfully), whereas, there is no direct impact of 'Recognition by others' to the mentioned residual variable ($\beta=0.904$, $p=0.0543$). At the same time, it is proven the indirect positive impact of the all extrinsic motivations on the intention through the mediator 'Perceived usefulness' (indirect effect of 'Monetary rewards': $\beta=0.1661$, Confidence interval: 0.1049, 0.2353; indirect effect of 'Convenience': $\beta=0.4144$, Confidence interval: 0.3154, 0.5261; indirect effect of 'Recognition by others': $\beta=0.3023$, Confidence interval: 0.2242, 0.3939).

Consequently, 'Perceived usefulness' positively mediates the relationship between individual forms of extrinsic motivation and intention to participate in sharing economy through community-based groups for mothers. **Hypothesis 10 is approved.** The data, obtained through the mediation tests for 'Perceived usefulness, is provided in the Appendix G.

By analogy to the previous hypothesis, a set of regression analyses was used to investigate the hypothesis H11, that 'Enjoyment' mediates the effect of intrinsic motivational factors on 'Intention to participate in sharing economy through community-based groups for mothers. For each intrinsic motivation, including 'Altruism' (H11a), 'Propensity for trust' (H11b), and 'Self-efficacy' (H11c), it was applied Model 4, developed by Hayes (Hayes, 2017).

As a result, it can be argued, that such intrinsic characteristics as 'Altruism' and 'Self-efficacy' are predictors of 'Intention to participate' and have direct positive effect on it ('Altruism': $\beta=0.2248$, $p=0.0000$; 'Self-efficacy': $\beta=0.2566$, $p=0.0000$). The remaining 'Propensity for trust' does not affect intention to participate in the sharing practice directly ($\beta=0.0117$, $p=0.7930$). However, there is an indirect positive influence of 'Propensity of trust' on the dependent variable though mediation of 'Enjoyment' (indirect effect $\beta=0.1264$, Confidence interval: 0.0247, 0.0817). In case of 'Altruism' and 'Self-efficacy', 'Enjoyment' positively mediates the relationships between mentioned intrinsic motivations and "Intention to participate" as well. The mediation effects are significant. ('Altruism': indirect effect $\beta=0.1165$, Confidence interval: 0.0702, 0.1725; 'Self-efficacy': indirect effect $\beta=0.1007$, Confidence interval: 0.0616, 0.1461).

Therefore, Enjoyment positively mediates the relationship between individual forms of intrinsic motivation and intention to participate in sharing economy. **Hypothesis H11 is approved.** The data, obtained through the mediation tests for 'Perceived usefulness, is provided in the Appendix G.

3.2.2 Comparison of motivation factors for participation in a sharing economy among young mothers in Belarus and Lithuania.

A major focus of the present study is defining the role of socio-economic factors on motivation among young mothers to participate in sharing.

Based on the results of testing hypotheses H1-H4 and H10, it is possible to argue, that 'Perceived usefulness' is a criterion variable of extrinsic motivators to participate in a sharing

economy. It is expected, that perceived usefulness of innovative sharing economy is higher evaluated by Lithuanian sample rather than Belarusian one.

To examine the relative Hypothesis 12, it was conducted t-test for independent variables. H10 is rejected. Criteria 'Perceived usefulness' is equally quite important for respondents from Belarus ($M=4.3517$) and for Lithuanians ($M=4.40542$) $t(409) = -0.946$ $p=0.345$. To conclude, the effect of socio-economic differences on 'Perceived usefulness' is not identified. **hypothesis H12 is rejected**. The tables of the analysis are provided in the Appendix H.

For testing moderating effect of 'Country of residence' between 'Perceived Usefulness' and 'Intention', assumed in the Hypotheses H13, it was decided to applied the Model No.1, described by Andrew Hayes (Hayes, 2013).

The model has significance ($p=0.000$) and explains 41.62 per cent of variation of the dependent variable (β is equal to 4,1419). It proves, that 'Perceived usefulness' is significant predictor ($t(3) = 16.8038$, $p=0.000$), whereas, 'Country of residence' is not ($t(407) = 1.8084$, $p=0.714$). However, interaction effect of 'Perceived usefulness' and 'Country of residence' is not significant ($t(407) = -1.6908$, $p=0.0916$), therefore there is no moderating effect, and **hypothesis H13 is rejected** as well. The tables of the analysis are provided in the Appendix H.

Based on the results of testing Hypotheses H5, H6, H7, H9, and H11, it is possible to argue, that 'Enjoyment' is a criterion variable of intrinsic motivators to participate in a sharing economy. It is expected, that enjoyment of sharing process is higher evaluated by Belarusian sample rather than Lithuanian one and formalized in Hypothesis 14.

To test it, it was performed t-test for independent variables, as it did before. According to the results of the analysis, as it was expected, Belarusian women evaluated possible enjoyment from sharing higher ($M=4.0943$), than Lithuanian ($M=3.9514$) ($t(409) = 2.045$ $p=0.042$). Consequently, **hypothesis H 14 is approved**. The tables of the analysis are provided in the Appendix H.

For testing moderating effect of 'Country of residence' between 'Enjoyment' and 'Intention', described in H15, it was chosen the same approach as for 'Perceived usefulness' before, and applied the Model No.1 (Hayes, 2013).

The model has significance ($p=0.000$) and explains 23.47 per cent of variation of the dependent variable (β is equal to 4,1353). It proves, that 'Enjoyment' is significant predictor ($t(3)=10.9403$, $p=0.000$), as well as 'Country of residence' ($t(407) = 3.2461$, $p=0.013$). However,

interaction effect of 'Perceived usefulness' and 'Country of residence' is not significant ($t(407) = -1.2186, p=0.2237$), therefore there is no moderating effect, and **hypothesis H 15 should be rejected**. The tables of the analysis are provided in the Appendix H.

To sum up, the motivation to participate in a sharing economy among young mothers does not depend on the socio-economic factors on country-level and determined mostly individually. However, it is found out, that young mothers from more collectivistic societies, like Belarusian, tend to enjoy more the sharing, than women from more individualistic societies, like Lithuanian.

3.2.3 Summary of the tests of hypotheses

The results, obtained through testing the hypotheses, serve as an evidence of possible use of the Self-Determination Theory in terms of studying motivation of specific group of the people, in particular young mothers. It was identified statistically significant influence of extrinsic and intrinsic motivational factors to intention to participate in the sharing practice through mediation of 'Perceived usefulness' and 'Enjoyment' relatively.

However, during the research, not all the hypotheses were supported. Almost all the assumptions relating to the difference in motivation due to the specifics of societies on country level, were not approved. The study did not reveal significant variation in the motivation of the young mothers in collectivistic and individualistic societies.

Contrary to our expectations, the study found no evidence of the specific role of 'Need to belong' to the surveyed mothers in intention to be involved in the sharing practice. Whereas, 'Need to belong' can be observed as a prerequisite of promotion of the basic psychological need to relatedness, affecting individualistic well-being (Ryan, 2007) and defining the quality of participation in the community-based activity as sharing is.

The results of all the hypotheses are presented in the Table below (See Table 14).

Table 14.

Results of the tests of the hypotheses.

No.	Hypotheses	Result
H1	Perceived usefulness has a positive effect on the intention to participate in sharing economy .	H1 is accepted

No.	Hypotheses	Result
H2	Enjoyment has a positive effect on the intention to participate in sharing economy .	H2 is accepted
H3	Monetary rewards have a positive effect on perceived usefulness .	H3 is accepted
H4	Convenience has a positive effect on perceived usefulness .	H4 is accepted
H5	Recognition by others has a positive effect on perceived usefulness .	H5 is accepted
H6	Altruism has a positive effect on enjoyment .	H6 is accepted
H7	Propensity to trust has a positive effect on feelings of enjoyment .	H7 is accepted
H8	Need to belong has a positive effect on feelings of enjoyment .	H8 is rejected
H9	Self-efficacy has a positive effect on feelings of enjoyment .	H9 is accepted
H10	Perceived usefulness positively mediates the relationship between individual forms of extrinsic motivation and intention to participate in sharing economy .	H10 is accepted
H11	Enjoyment positively mediates the relationship between individual forms of intrinsic motivation and intention to participate in sharing economy .	H11 is accepted
H12	Perceived usefulness is more important for Lithuanian women rather than Belarusian.	H12 is rejected
H13	Country of residence (Belarus/ Lithuania) moderates the relationship between perceived usefulness and intention to participate in sharing economy .	H13 is rejected
H14	Enjoyment among young mothers is higher in Belarus rather than Lithuania.	H14 is accepted
H15	Country of residence (Belarus/ Lithuania) moderates the relationship between enjoyment and intention to participate in sharing economy .	H15 is rejected

The Figure 4 reports the supported hypotheses, specifying standardized regression coefficients. All the impacts are positive and significant. Coefficients of determination show what percentage of variations are explained by regressions.

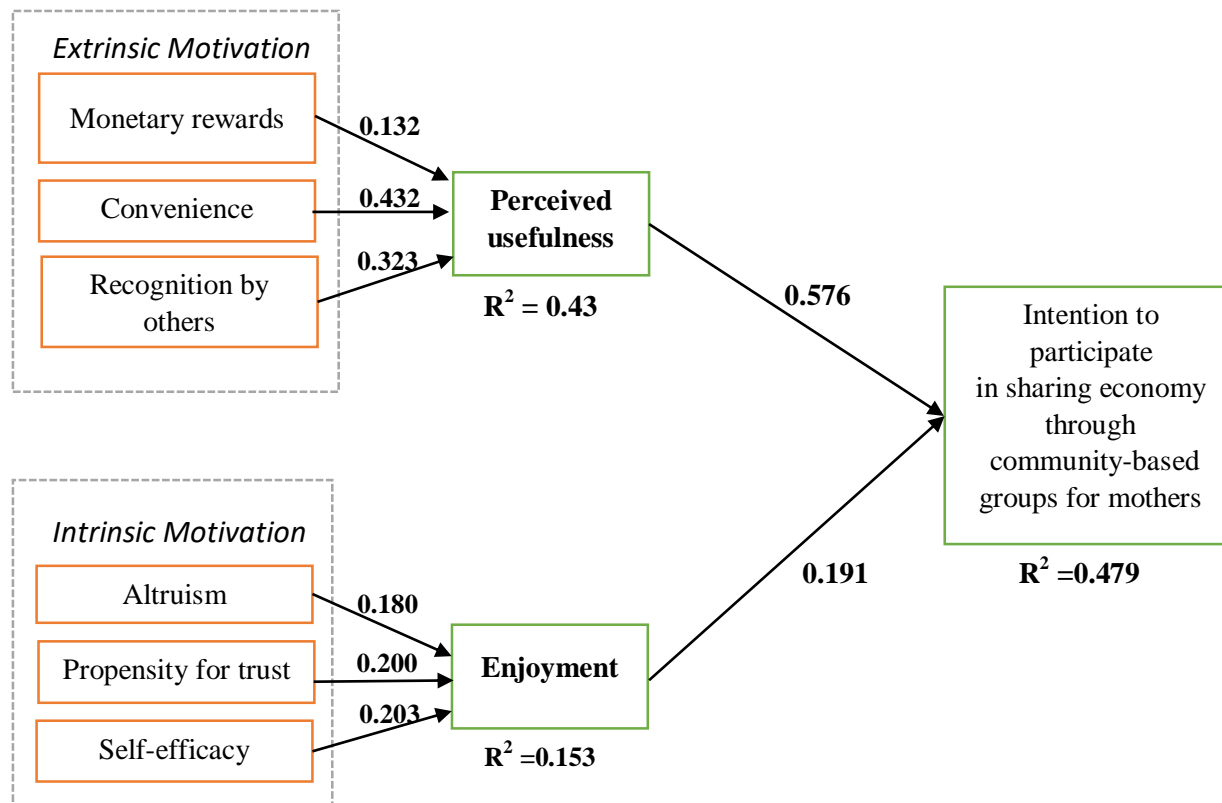


Figure 10. *Supported hypotheses.*

Regarding to the proven impact of intrinsic motivational factors on the possible enjoyment, it should be pointed out the relatively low coefficient of determination. The model explains only around 15 per cent of the data. It is assumed, that more specific scales for measurements of the intrinsic motivational factors could positively affect the quality of the results.

The obtained results underline a lack of scientific knowledge on the subject of the research and indicate directions for follow-up studies.

3.4 Discussions

3.4.1 Comparison of the research results with the previous studies.

Due to the lack of scientific knowledge on motivation to participate in a sharing economy from the perspective of the specific segment of market and in terms of different socio-economic conditions at country level, the well-known Self-Determination theory and related studies have formed the basis of the research model. The statistical evaluation of the aggregated data has resulted in the possibility of comparison it with the previous researches.

First of all, it is worth noting, that the surveyed women expressed a quite high level of interest in sharing economy. The high evaluations of the intention to participate in the sharing practice signal about positive image of sharing phenomenon among young mothers in the observed societies.

It correlates with the knowledge of growing popularity of the sharing economy and studies, describing possible advantages for participants. Thus, sharing economy is observed as a key for solving various economic, ecological, and societal problems (Hamari et al., 2016, Albinsson & Perera, 2012; Botsman & Rogers, 2011; Black & Cherrier, 2010; Ozanne, Ballantine, & Black, 2010; Belk, 2009). There is no sign of perceiving sharing as destructive practice by young mothers, like it is argued by Morozov (Morozov, 2013 as cited in Cherry & Pidgeon, 2018).

According to our findings, 'Perceived usefulness' and 'Enjoyment' positively mediate relationships between motivational factors and intention to participate in sharing economy. "Perceived usefulness" and 'Enjoyment' are agents for extrinsic and intrinsic motivational factors relatively. Such findings are in line with the former study on defining extrinsic and intrinsic motivations for collaborative consumption in China (Li & Wen, 2019).

Besides this, online sharing groups have a quite high perceived usefulness in the eyes of surveyed young mothers. And, as in the study mentioned, 'Perceived usefulness' has been estimated significantly higher, than expectations of gaining 'Enjoyment' from the experience. Consequently, mothers have similar expectations from sharing of kid-related assets in comparison with the bicycle sharing in quite collectivistic society.

Taking a closer look at extrinsic motivators, we defined the positive influence of such factors, as 'Monetary rewards', 'Convenience', and 'Recognition by others' on 'Perceived usefulness'. 'Convenience' and 'Recognition by others' were determined as the main drivers.

High evaluation of convenience of online-based communities corresponds to majority of the studies, observing the advantages of online format of exchange (Heylighen, 2016; Belk, 2014 as cited in Möhlmann, 2015; Bardhi & Eckhardt, 2012). It supports the statement, that sharing option is chosen just in case the convenience (Möhlmann, 2015).

The significance of 'Recognition by others' or reputation development was defined in the previous studies as well (Cherry & Pidgeon, 2018; Böcker & Meelen, 2017; Hung et al., 2011; Wasko & Faraj, 2005, as cited in Hung et al., 2011). It corresponds to the study, where support and positive feedback from other members of community motivate young mothers to share (Oh &

Syn, 2015; Small, Taft, & Brown, 2011). Also, such extrinsic motivation as gaining reputation was figured out in the studies of information sharing (Williamson, 2009, Wasko & Faraj, 2005, as cited in Hamari et al., 2016) and online sharing (Nov et al., 2010, Lakhani & Wolf, 2005, as cited in Hamari et al., 2016). While, the findings are contrary to the study of Hamari et al. (2016), where it was less strong than intrinsic motivations for participation in sharing.

Contrary to our expectations, based on the previous researches on accommodation and product-based sharing (Böcker & Meelen, 2017), young mothers evaluated 'Monetary rewards' as less important factor for intention to participate in the sharing practice. Positive impact of 'Monetary rewards' proves claimed compensation basis within collaborative consumption (Cherry & Pidgeon, 2018; Böcker & Meelen, 2017; Belk, 2014 as cited in Möhlmann, 2015; Botsman & Rogers, 2011; Bardhi and Eckhardt, 2012). Despite its minor role among the other extrinsic motivations, the results still do not support the ideas of Schor and Fitzmaurice about considering gift giving as a part of sharing economy (Schor et al., 2016 as cited in Mair & Reischauer, 2017) or obligatory absence of any economic gain within sharing (Martin, 2016; McLaren & Agyeman (2015) and Chase (2015) as cited by Muñoz & Cohen, 2017). The obtained data is opposite to arguing the negative impacts of economic goals for sharing (Bock, Zmud, Kim, & Lee, 2005; Kankanhalli, Tan, & Wei, 2005, as cited in Hamari et al., 2016).

It was defined relatively not strong positive impact of the prosocial character traits, namely 'Altruism', 'Propensity for trust', and 'Self-efficacy'. At the same time, the high-evaluated, especially among Belarusian sample, 'Need to belong' has not defined as a prerequisite to intention or initial motivation to participate in a sharing practice.

The positive impact of 'Altruism' corresponds with the studies, observing participation in knowledge sharing (Chang, & Chuang, 2011; He and Wei 2008; Bock et al., 2005; Wasko and Faraj, 2005, as cited in Hung, Durcikova, Lai, & Lin, 2011).

At the same time, such outputs support the studies, refer to overestimation of social-oriented goals of participants of sharing economy (Hamari et al.; 2016). However, the defined positive impacts of 'Altruism', 'Propensity for trust', and 'Self-efficacy' contradict the statement of Lambertson and Rose (2012), that social benefits do not influence on sharing behavior at all.

Previous research highlight the dominating importance of trust in such specific areas, as car or knowledge sharing and the secondary or minor role in accommodation sharing (Tussyadiah,

2016; Möhlmann, 2015; Chang & Chuang, 2011). However, there is no scientific knowledge applicable for comparison with general 'Propensity of trust' among young mothers.

Need to belong to community is considered as one of the major motivation to mother's sharing behavior, due to its potential impact on woman's well-being. However, the obtained data are not enough for making final conclusions and could be the subject for future research.

In overall, our research proves prioritizing the extrinsic motivations to intrinsic ones among the young mothers, intending to participate in sharing online community with other mothers. The findings are opposite to the previous studies, where monetary or exchange aspects are argued as secondary driver for sharing economy in comparison with social concerns (Albinsson & Perera, 2012; Botsman & Rogers, 2011; Black & Cherrier, 2010; Ozanne, Ballantine, & Black, 2010; Belk, 2009).

In attempt to clarify whether socio-economic factors influence on motivation among young mothers to participate in the sharing practice, we have compared relatively similar samples of respondents from relatively different Belarus and Lithuania. It was expected, that 'Country of residence' had moderating effect between extrinsic or intrinsic motivations and intention to participate in the sharing practice. As a result, the present studies almost unable to verify the defining role of 'Country of residence' to motivation to participate in the sharing practice among young mothers. The only evidence is that young mothers from more collectivistic societies, like Belarusian, tend to enjoy more the sharing, than women from more individualistic societies, like Lithuanian.

To prove or refute the gained results, there is a lack of scientific knowledge on observing sharing among specific group of people in the context in different socio-economic factors on country level. At the same time, the cross-cultural application of Self-Determination theory highlights universality of its principles among the different countries and the same importance of self-fulfillment on individual level (Chen et al., 2015; Church et al., 2013; Sheldon, Cheng, & Hilpert, 2011). Consequently, absence of moderating effect of 'Country of Residence' supports the previous researches on the SDT in the different fields.

To sum up, the results of current study are mostly supported by the former authors. At the same time, young mothers underestimate 'Monetary rewards' in comparison with other extrinsic motivations and prioritize 'Perceived usefulness' to expected 'Enjoyment' from possible participation in sharing economy through community-based groups for mothers.

3.4.2 *Posthoc analysis*

In addition to the testing of the hypotheses, there are several findings, which might be useful for further studies.

Examining the relationships between various motivational factors, it was identified a correlation between 'Self-efficacy' and 'Recognition by others' ($R=0.249$, $p<0.001$) (See Appendix I). In our study the variable 'Self-efficacy' is aimed to measure one of the Basic psychological needs, namely need for competence. As it was mentioned before, according to the SDT, only fulfilment of the BPN promote individual well-being. Satisfying intrinsic by nature need for competence, sharing practice can positively impact on individual wellness (Ryan & Deci, 2008, as cited in Pugno, 2008). Consequently, taking into consideration the positive correlation between the variables, it is possible to assume, that stimulation of extrinsic 'Recognition by others' can promote need for competence as well. That knowledge can be useful in engaging the women in active participation in online sharing community.

However, there is negative correlation between 'Self-efficacy' and the number of children ($R=-0.112$, $p=0.023$). The more children women raising, the less she states about need for competence or 'self-efficacy' through participation in sharing practice. One-way ANOVA analysis proves such regularity ($F(2) = 3.577$ $p=0.029$), where Bonferonni test shows significant decrease in evaluation of 'Self-efficacy' between first-time ($M=3.64$) and mothers with more than three children ($M=3.28$ $p=0.035$). This might lead to the conclusions, that women with one child more inclined to participate actively in sharing practice due to the fact, that it meets their intrinsic need for competence. Also, noteworthy, that raising more children is more time and efforts consuming, and mothers of 3+ children can depress their individual need for competence through other substitutes.

Meanwhile, One-way ANOVA analysis made it possible to identify the significant difference among the survived mothers in terms of 'Monetary rewards' ($F(2) = 4.197$ $p=0.016$). Thus, according to Bonferonni test, 'Monetary rewards' serve as more important motivational factor for women with a single child ($M=3.64$), rather than for women, raising two children ($M=3.36$ $p=0.012$). At the same time, there is no significant difference between mothers with one or two and 3+ children ($M=3.54$, $p>0.05$). It is assumed, that mothers with one children more observe sharing with other mothers as a source of income due to a possibility to share no more necessary kid-related goods or find it as an option to have access to all first-time needed kid-related

goods for better prices. Whereas, the women with two children can be trying to maintain own goods for younger children and not so motivated to share it with others or they already have kid-related goods, remaining from the past, and do not expect to get it through online communities for mothers. All figures related to the analysis are presented in the Appendix I.

For better understanding the mothers, most motivated in the sharing, it was conducted an additional analysis on the differences between mothers raising a single child in the different socio-economic context. For this purpose, the Belarusian and the Lithuanian samples were compared, applying t-test methodology for independent samples. And thereby it is revealed different perceptions either extrinsic motivations 'Monetary rewards' and 'Recognition by others' or intrinsic 'Propensity for trust'. Accordingly, Belarusian young mothers evaluate higher 'Recognition by others' ($t(221) = 2.222$ $p = 0.027$ $M = 3.57$ in Belarus in comparison with $M = 3.33$ in Lithuania) and in general can be characterized as more prone to trust ($t(221) = 3.496$ $p = 0.001$ $M = 4.20$ in Belarus in comparison with $M = 3.87$ in Lithuania). Whereas, Lithuanian mothers more motivated by 'Monetary rewards' ($t(221) = -1.994$ $p = 0.047$). All figures related to the analysis are presented in the Appendix I.

Returning to the fulfillment of BPN, need to relatedness is one of three drivers of individual well-being (Ryan & Deci, 2008, as cited in Pugno, 2008). Despite the fact, that our study does not prove impact of 'Need to belong' on 'Enjoyment', it was decided, whether 'Need to belong' varies among unemployed and employed women. It was expected, that unemployed mothers are more inclined to need to belong to community due to rather isolated lifestyle in comparison with working women. For this purpose, we have aggregated students, part-employed women, and freelancers into the group 'Partly occupied mothers'. The other groups remain the same, 'Full-employed mothers', and 'Unemployed mothers'.

Through one-way ANOVA analysis it is found the significant difference between full-employed and partly occupied mothers ($F(2) = 5.363$ $p = 0.005$). Based on Bonferroni test results, partly occupied mothers rated 'Need to belong' less ($M = 3.22$), than mothers, chosen full-employment ($M = 3.47$ $p = 0.004$). Consequently, mothers with more flexible working schedule do not tend to be involved in community as women with full employment. It is possible to assume, that mothers, who eager to keep balance between professional activity and child raising less inclined to need to belong to community or have to depress such basic need to relatedness by other

substitutes. On the contrary, mothers existing in working collective evaluate need to belong to community higher.

Considering the focus of present study to analyze the motivations, leading to intention to participate in the sharing practice, it is possible to expect the following. Despite no effect of 'Need to belong' on initial motivations, after becoming a part of sharing community for mothers, women can evaluate 'Need to belong' higher. This in turn can be promoter of individual well-being of mothers and motivate to be involved in the practice.

Noteworthy, that unemployed women were more similar in their opinions with fully occupied women. Such finding requires a deeper analysis. However, there is no significant difference between unemployed and employed mothers ($M=3.44$ $p>0.05$). All figures related to the analysis are presented in the Appendix I.

The following finding is not related to the study directly, but can prove through the novelty of sharing phenomenon, some changes happening in the Belarusian mentality in terms of high 'Uncertain avoidance' and 'Long-term orientation'. Using one-way ANOVA analysis ($F(3) = 3.041$ $p=0.03$), it is revealed, that younger age groups of surveyed mothers recognize higher perceived usefulness (Games-Howell test: $M=4.61$), than elder ones ($p= 0.018$ in comparison to 27-32 years old mothers ($M=4.36$); $p=0.04$ in comparison to 33-39 years old mothers ($M= 4.28$)). Belarusian mothers up to 26 years old by higher evaluation of the usefulness of relatively new sharing practice, illustrate faster adaptation to new technologies and less traditional perception in comparison with the others. All figures related to the analysis are presented in the Appendix I.

All figures related to the analysis are presented in the Appendix I.

3.5 Research Limitations

Taking into consideration the fact, that 'sharing economy' is a quite innovative and under-explored phenomenon, inconsistency in the definitions and lack of scientific knowledge on the subject of the study has posed the main difficulties during literature analysis and developing methodology for the research.

The another task outstanding was to define either the nature, that motivate a specific segment of market, in particular young mothers, to intend to participate in a sharing economy. Consequently, the relatively narrow targeting has caused additional limits in terms of sampling

and searching of suitable candidates for the study. In addition, lack of time is one specific attribute of young mothers due to multitasking lifestyle. That derived additional limit in terms of sample size.

Trying to define the initial motivations among young mothers, the survived women were asked about their opinions on sharing of kid-related assets in general, including goods, services or experience. It was caused by no previous studies. However, the motivation to share physical goods or knowledge can be different. There is a limit of research to estimate the difference in terms of specific sharing object of sharing platform or community.

Despite the homogeneity of the samples, the majority of survived women is married. Thus, the obtained results characterize unmarried women to a lesser extent and cannot be applicable to them solely. Also, considering the average age of the respondents, it is problematically to analyze 40+ years old mothers and reveal their possible differences in motivation to participate in the sharing practice. At the same time, considering a global trend of later mothering and deeper life experience, specifically this group of age category can be of interest in the further studies.

Also, the process of collection of the respondents was mainly occurred in the online groups by the interest on specific social media. The other channels, namely online forums and marketplaces, not yielded the expected results. Thus, in case of Belarusian sample, VK.com and Instagram were popular platforms, whereas, Lithuanian mothers were found mostly via Facebook. Therefore, the mothers, preferring other social media or inclining to ignore surveys on free basis were not part of the sample.

It was important to determine the differences in motivation, arising from various socio-economic context on country level. Belarus and Lithuania were chosen as examples of collectivistic and individualistic societies. However, one of the limit of the research is a possible different level of development of sharing economy in the observed societies. That can affect the women` opinions as well. Meantime, there is possibility of different understanding of the sharing community in general, due to existing variability of the sharing economy interpretations.

Beyond sharing economy development, in our study we were limited to define the differences between citizen and inhabits of rural areas. Such factor can impact directly on socialization and other motivational aspects of young women.

Concerning scale development, there were limits in its number. There are no developed scales for measuring motivational factors of specific segment of market in terms of sharing

economy. Thus, to evaluate the nature of the intrinsic motivations, it was decided to examine the general character traits of the respondents and try to find out some links between them and anticipated enjoyment from being involved in the sharing practice. Such approach was chosen because of lack of scientific knowledge of the phenomenon under the study. Also, by researching partly implicit to individual intrinsic motivation, such tool is aimed to avoid getting misinformation. However, such generalization has limits for the ensuing conclusions and full assessment of the influence of intrinsic motivations.

CONCLUSIONS

The key question which should be addressed in the research is what is the difference in motivations among young mothers to engage in the sharing economy in the societies with socio-economic differences, such as level of individualism, caution, pragmatism, or duration of maternity leave and size of allowance? Consequently, the main aim of this research is to figure out to what degree such variables as prosocial concerns, economic incentives, trust, a sense of community, and other socio-economic benefits motivate young mothers to engage in the sharing economy in comparison of two countries with different level of individualism – Belarus and Lithuania.

The literature analysis revealed the following issues:

1. Integration of the principles of the Self-Determination Theory and the Theory of Planned Behavior is observed as an optimal approach to study motivations and intentions, which drive behavior at individualistic level.
2. A rapidly increased practical application of the sharing economy preceded a scientific thought. There are a lot of controversial views about definition, nature, and possible effects of the sharing economy. Generally, it is considered as an alternative way of consumer consumption, where instead of ownership, strange people share a temporal access to goods of services. Organizations can serve as mediators and provide infrastructure for the sharing among peers.
3. There is a research gap in studies of motivations to participate in a sharing economy among specific groups of people with the common interests, in particular young mothers. Also, an overwhelming majority of studies, concerning motivation in the sharing economy, do not reflect its nature according to the Self-Determination Theory. Consequently, despite the importance of the nature of motivations at individualistic level, it is commonly not divided into intrinsic and extrinsic motives of the behavior.
4. Comparison of Belarusian and Lithuanian mothers is of interest to research due to social reasons, such as a significant discrepancy in individualism, uncertain avoidance, and long term orientation perception among the society; as well as different economic approach for maternity leave compensation.

Based on the theoretical insights, it was developed the research model. The related hypotheses were tested using Statistical Package for the Social Sciences version 26. Following conclusions can be drawn from the empirical analysis:

5. Online questionnaire was chosen as the most common approach both for collecting the data, which includes three original and seven modified scales from the previous studies (Cronbach Alpha no lower, than 0.807), and the measurement of young mothers' opinions, representing statistically large population.
6. The motivation to participate in a sharing economy among young mothers does not depend on the socio-economic factors on country-level and determined mostly individually. However, it is found out, that young mothers from more collectivistic societies, like Belarusian, tend to enjoy more the sharing, than women from more individualistic societies, like Lithuanian.
7. Both 'Perceived usefulness' and 'Enjoyment' positively mediate the relationship between individual forms of extrinsic and intrinsic motivations and intention to participate in sharing economy. At the same time, 'Perceived usefulness' has significantly stronger positive direct impact on the intention rather than 'Enjoyment'.
8. All the observed extrinsic motivational factors have positive impact on 'Perceived usefulness' of the sharing practice. Meantime, 'Convenience' and 'Recognition by others' have significantly stronger influence in comparison with 'Monetary rewards', that contradicts the expectations.
9. Not all observed intrinsic motivational factors are prerequisites of 'Enjoyment' from possible participation the sharing practice. Such general intrinsic characteristics as 'Altruism', 'Propensity for trust', and 'Self-efficacy' positively impact on expecting 'Enjoyment' and gained the similar strength. However, there is no proof of the influence of 'Need to belong to community' on the enjoyment alongside with the other initial internal motivations.
10. The study almost does not found differences in motivation of the young mothers, caused by society's specifics in the countries of the residence. Comparing the samples from 'collectivistic' and relatively 'individualistic' societies, it was only revealed the higher expectations of enjoying the sharing practice from the 'collectivistic' Belarusian sample. That corresponds with the descriptions of the societies under the Hofstede methodology.

RECOMMENDATIONS

It is considered, that community-based sharing groups can serve as a potential channel for reaching specific target audience. A deep understanding of initial motivation to participate in the sharing practice can reveal needs and value drivers of potential customers. Therefore, the following recommendations were developed.

1. For sharing platform creators:

To launch both website and mobile versions of the sharing platform, focusing on user friendliness for a better user experience. Technical maintenance of high-speed operating and simplification of user journey through the platform are intended to meet the interests of 'time-limited' mothers. Due to the fact, that young mothers' priorities 'Perceived usefulness' to 'Enjoyment' from the experience, it is important to provide convenience of use the platform, including development of a light version of the website.

2. For marketing or social media specialists:

To invest in a high quality of content, providing a clear structure of the platform in terms of type of the sharing access; identifying the points of interests, encouraging to communicate with the other members; updating information, including its moderation.

3. For marketing or social media specialists:

To stimulate members of the community to rate each other and organize the awards of titles or other visible prizes. Both rating and reviewing systems would allow to participants to attain high rating and develop strong reputation within community. In addition, the most outstanding members can be awarded with special titles (e.g. 'Super-mom') or other attributes of recognition by the community. On the one hand, members can be motivated to be involved in the sharing practice seeking for reputational development. On the other hand, such open assessment framework contributes to building the trust between the members of e-community.

SUMMARY

Hanna Mosko

**COMPARISON OF MOTIVATION FACTORS FOR PARTICIPATION IN
A SHARING ECONOMY AMONG YOUNG MOTHERS IN BELARUS AND LITHUANIA**

Final Master Thesis

Academic supervisor: Prof. dr. S. Urbonavičius

Vilnius University, Faculty of Economics and Business Administration

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Size: 125 pages, 14 tables, 10 figures, 9 appendixes

The main purpose of this Master thesis is to compare motivation of specific group of people, in particular young mothers, to engage in the sharing practice in comparison of two countries with different level of individualism – Belarus and Lithuania by Self-determination theory framework.

The work consists of three main parts, namely literature review, research methodology, and research results.

Literature review presents the main concepts of the Self-Determination theory and the framework of the Theory of Plan Behaviour. This resulted in a division of the young mothers' motivations into two groups: extrinsic and intrinsic ones. The motivational theories are followed by the theoretical approaches to determining a sharing economy and nature of participation of young mothers in it. That has revealed 'monetary rewards', 'convenience', 'recognition by others' as extrinsic motivational factors, and 'altruism', 'propensity for trust', 'need to belong to community', and 'self-efficacy' as intrinsic grounds for engagement in the sharing practice by young mothers. Lastly, the socio-economic differences between Belarus and Lithuania are covered in the theoretical analysis, such as a significant discrepancy in individualism, uncertain avoidance, and long term orientation perception among the society; as well as different economic approach for maternity leave compensation.

Testing the influence of motivational factors on Intention to participate in a sharing economy through community-based groups for young mothers and defining the role of the Country of residence with different socio-economic characteristics is a matter of interest for the Research model development. It is decided to collect the data via online survey, using non-probability,

judgmental sampling method. Research instrument is based on the 5-point Likert scale, proven its reliability in the former studies.

Empirical analysis is performed by two equal questionnaires in Russian and Lithuanian languages for Belarusian and Lithuanian samples relatively. The number of respondents has reached a total of 477, whereas total number of used answers is 422. The samples are more or less homogeneous. Reliability of the used scales is appropriate for the further analysis of data.

The data analysis confirms the positive impact of all extrinsic and the majority of the intrinsic motivational factors on the intention to participate in the sharing practice through mediation of 'perceived usefulness' and 'enjoyment'. It includes 'monetary rewards', 'convenience', 'recognition by others' as extrinsic motivations and 'altruism', 'propensity for trust', and 'self-efficacy' as intrinsic ones. Moderating role of 'country of residence' is not proved. However, there is found a higher degree of possible enjoying to be involved in the sharing practice from the side of more collectivistic Belarusian women.

The posthoc analysis of the data shows the following findings. There is a positive correlation between the such motivational factors, as extrinsic 'recognition by others' and the intrinsic 'self-efficacy'. Also, the women with a bigger number of children are less inclined to 'self-efficacy'. In the meantime, mothers with more flexible working schedule do not tend to be involved in community as women with full employment. In addition, incentive to 'monetary rewards' is diminished when women have two children in comparison with smaller and bigger numbers of children. Belarusian young mothers evaluate higher 'Recognition by others' and in general can be characterized as more prone to trust. Whereas, Lithuanian mothers more motivated by 'Monetary rewards'. Finally, younger age groups of surveyed mothers recognize higher perceived usefulness of the sharing practice than elder ones.

The performed theoretical and empirical analyses allow for the certain conclusions and recommendations to be drawn.

SANTRAUKA

Hanna Mosko

**DALYVAVIMO DALIJIMOSI EKONOMIKOJE MOTYVACINIŲ FAKTORIŲ
PALYGINIMAS TARP JAUNŲ MAMŲ BALTARUSIJOJE IR LIETUVOJE.**

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Rinkodara ir Integruota Komunikacija

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Pagrindinis šio magistro darbo tikslas yra palyginti konkrečias žmonių grupes, šiuo atveju, jaunų motinų motyvaciją dalyvauti dalijimosi praktikoje, lyginant dvi šalis, turinčias skirtingą individualizmo lygį - Baltarusiją ir Lietuvą, pagal apsisprendimo teorijos pagrindus.

Darbą sudaro trys pagrindinės dalys: literatūros apžvalga, tyrimo metodika ir tyrimų rezultatai.

Literatūros apžvalgoje pristatytos pagrindinės „Apsisprendimo Teorijos“ koncepsijos ir „Planuotos Elksenos Teorijos“ pagrindai. Dėl to jaunų motinų motyvacijų tipai buvo suskirstyti į dvi grupes: išoriniai ir vidiniai. Motyvacinėmis teorijomis vadovaujama norint teoriniais požiūriais apibūdinti dalijimosi ekonomiką ir nustatyti kas įtakoje jaunų motinų dalyvavimą joje. Tai atskleidė, kad šie faktoriai: „piniginis atlygis“, „patogumas“, „kitų pripažinimas“ kaip išoriniai veiksniai ir „altruizmas“, „polinkis pasitikėti“, „poreikis priklausyti bendruomenei“ ir „noras būti efektyviam“ kaip vidiniai veiksniai skatina jaunas mamas įsitraukti į dalijimosi praktiką. Galiausiai, teorinė analizė apima socialinius ir ekonominius Baltarusijos ir Lietuvos skirtumus, tokius kaip: skirtingai suprantamas individualizmas, neapibrėžtas motinystės vengimas ir nusistovėjęs visuomenės požiūris į tai, taip pat skirtingas ekonominis palaikymas iš valstybės pusės, dėl motinystės atostogų.

Tyrimo modelio vystymo tikslas yra motyvacinių veiksnių įtakos, ketinimui dalyvauti dalijimosi ekonomikoje per bendruomenines grupes, skirtas jaunoms motinoms, testavimas ir gyvenamosios šalies vaidmens svarbumo, turinčio skirtingas socialines ir ekonomines savybes, apibrėžimas. Duomenis buvo nuspręsta rinkti atliekant internetinę apklausą, naudojant

„netikimybinį vertinamąjį imties metodą“. Tyrimo priemonė remiasi 5-kių balų Likerto skale, įrodžiusią savo patikimumą ankstesniuose tyrimuose.

Empirinė analizė atliekama dvejomis identiškais anketomis rusų ir lietuvių kalbomis, tam kad reliatyviai palyginti gautus baltarusių ir lietuvių duomenis. Respondentų skaičius iš viso pasiekė 477, panaudotų atsakymų skaičius yra 422. Gauti duomenys yra daugiau ar mažiau homogeniniai. Panaudotų skalių patikimumas yra tinkamas tolesnei duomenų analizei.

Duomenų analizė patvirtina teigiamą visų išorinių ir daugumos vidinių motyvacinių veiksnių poveikį ketinimui dalyvauti dalijimosi praktikoje esant „suvokiamam naudingumui“ ir „malonumui“. Tai apima „piniginį atlygį“, „patogumą“, „kitų pripažinimą“ kaip išorinę motyvaciją ir „altruizmą“, „polinkį pasitikėti“ ir „norą būti efektyviam“ kaip vidinę motyvaciją. „Gyvenamosios šalies“ įtaka nėra įrodyta. Tačiau pastebima, kad Baltarusijoje išsilavinimas turi teigiamą įtaką selektyvistinėms mamoms dalyvauti dalinimosi praktikoje.

„The Posthoc“ duomenų analizė parodė šias išvadas. Yra teigiama koreliacija tarp tokių motyvacinių veiksnių, kaip išorinis „kitų pripažinimas“ ir vidinis „noras būti efektyviam“. Be to, moterys, turinčios didesnę vaikų skaičių, nėra linkusios į „norą būti efektyviam“. Tuo tarpu motinos, turinčios lankstesnę darbo grafiką, nėra linkusios įsitraukti į bendruomenes kaip moterys, dirbančios pilną darbo dieną. Taip pat „piniginio atlygio“ vertingumas mažėja, kai moterys turi du vaikus, palyginant su mažesniu ir didesniu vaikų skaičiumi. Baltarusijos jaunos motinos labiau vertina „kitų pripažinimą“ ir apskritai gali būti traktuojamos kaip labiau linkusios pasitikėti. Tuo tarpu Lietuvos motinas labiau motyvavo „piniginis atlygis“. Galiausiai jaunesnės amžiaus grupės atstovės, pripažįsta didesnę dalijimosi praktikos naudingumą nei vyresnės.

Atlikta teorinė ir empirinė analizė leidžia daryti tam tikras išvadas ir rekomendacijas.

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APPENDICES

Questionnaire. Appendix A

Page1:

Welcome!

Thank you for your participation in Vilnius University survey.

First of all, could you clarify that you are the person, who we are looking for.

Please answer the question:

Do you have a child or children of pre-school age?

Yes

No (**stop here**)

Page 2: *You are exactly the one who we need for the research of young mothers!*

INFORMATION ON SURVEY

Sharing or joint use of resources has been one of the most visible global trends in recent years. An increasing number of people all over the world is ready to share either physical objects or knowledge and experience.

Vilnius University is conducting research on **sharing economy** and defining of its **popularity among women**, who have children of pre-school age in Belarus (Lithuania).

For better understanding of the importance of sharing of items, knowledge or experience that can be useful to the mother in caring for her child, we would like to ask you to complete an **anonymous survey**.

Please, notice that there are no right or wrong answers. We are **interested in your opinion**.

It will take seven-ten minutes to answer them.

The information obtained will be aggregate in form of Master Thesis and **never disclose any individual opinion**.

Let`s get started!

Page 3:

Firstly, we would like to know do you agree with the following beliefs.

For these questions, please, chose the most appropriate variant for each statement, which corresponds most closely to your desired response. Try to avoid "neither agree nor disagree" if it is possible.

	<i>Strongly disagree</i>	<i>Disagree</i>	<i>Neither agree nor disagree</i>	<i>Agree</i>	<i>Strongly agree</i>
The balance of nature is very delicate and easily upset by human activities.					
People should be willing to help others who are less fortunate.					
I generally trust other people.					
I would enjoy having guests stay in my home.					
Humans have the right to modify the natural environment to suit their needs.					

	<i>Strongly disagree</i>	<i>Disagree</i>	<i>Neither agree nor disagree</i>	<i>Agree</i>	<i>Strongly agree</i>
Helping people with their problems is very important to me.					
I generally have faith in humanity.					
I would enjoy sharing what I have.					
We are approaching the limit of people the earth can support.					
People should be more charitable towards others in society.					
I generally trust other people unless they give me reason not to do it.					
The so-called "ecological crisis" facing humankind has been greatly exaggerated.					
People in need should receive support from others.					
I feel that people are generally reliable.					
I wouldn't like to lend things, even to good friends.					
Plants and animals have as much right as humans to exist.					
I tend to count upon other people.					
Renting of some kids-related items is more appealing to me than owning ones.					
Humankind was created to rule over the rest of nature.					
I would rather buy something I need than borrow it from someone else.					

Continue the survey

Page 4:

The answers to these questions will help us to realize your feelings.

For these questions, please, chose the most appropriate variant for each statement, which corresponds most closely to your desired response. Try to avoid "neither agree nor disagree" if it is possible.

	<i>Strongly disagree</i>	<i>Disagree</i>	<i>Neither agree nor disagree</i>	<i>Agree</i>	<i>Strongly agree</i>
I try hard not to do things that will make other people avoid or reject me.					
If other people don't seem to accept me, I don't let it bother me.					
I seldom worry about whether other people care about me.					
I need to feel that there are people I can turn to in times of need.					
I want other people to accept me.					
I do not like being alone.					
Being apart from my friends for long periods of time does not bother me.					
I have a strong "need to belong."					

	<i>Strongly disagree</i>	<i>Disagree</i>	<i>Neither agree nor disagree</i>	<i>Agree</i>	<i>Strongly agree</i>
It bothers me a great deal when I am not included in other people's plans.					
My feelings are easily hurt when I feel that others do not accept me.					

Continue the survey

Page 5:

We are interested in your opinion regarding **sharing of kids-related assets**. Please, pay attention that **items or products** that can be useful to the mother in caring for her child, such as cloths, toys, etc., as well as **knowledge or experience** of upbringing of the child fell within the scope of **kids-related assets (*)**.

For these questions, please, chose the most appropriate variant for each statement, which corresponds most closely to your desired response. Try to avoid "neither agree nor disagree" if it is possible.

	<i>Strongly disagree</i>	<i>Disagree</i>	<i>Neither agree nor disagree</i>	<i>Agree</i>	<i>Strongly agree</i>
I have competence in assistance to the others by using social media or other online communities.					
Using Internet community for mothers would help me to share my kids-related assets* with other mothers more efficiently.					
Sharing of my kids-related assets* with somebody else would offer me an addition source of income.					
Sharing through internet community for mothers is convenient because I usually have an access to the Internet.					
I have competence dealing with the problems online.					
Using Internet community for mothers would help me to share my kids-related assets* with other mothers more quickly.					
Sharing of my kids-related assets* via online communities for mothers would allow me to generate an additional income.					
Sharing through internet community for mothers is convenient because I can use smartphone for this purpose anytime.					
Using Internet community for mothers would be useful for sharing my kids-related assets* with other mothers.					
Sharing of my kids-related assets* via online communities for mothers would allow me to earn money.					
Sharing through internet community for mothers is convenient because I can use smartphone with Internet access in any situation.					

	<i>Strongly disagree</i>	<i>Disagree</i>	<i>Neither agree nor disagree</i>	<i>Agree</i>	<i>Strongly agree</i>
Internet communities for mothers would make sharing of my assets with other mothers efficient.					
Internet communities for mothers are valuable to me.					
I can affect behavior of others.					
Sharing of extra kids-related assets* would allow me incidental money.					
Sharing through internet community for mothers is convenient because it is easy to participate.					
Internet communities for mothers are beneficial for sharing of assets with other mothers.					
Sharing of extra kids-related assets* would allow me to make money from my stuff.					

Continue the survey

Page 6:

The following questions will let us know, what do you think about sharing among mothers.

** **Kids-related assets** include **items or products** that can be useful to the mother in caring for her child (cloths, toys, etc.), knowledge or experience of upbringing of the child.*

For these questions, please, chose the most appropriate variant for each statement, which corresponds most closely to your desired response. Try to avoid "neither agree nor disagree" if it is possible.

	<i>Strongly disagree</i>	<i>Disagree</i>	<i>Neither agree nor disagree</i>	<i>Agree</i>	<i>Strongly agree</i>
I think sharing of kids-related assets* with other mothers is interesting.					
I am willing to share my kids-related assets* through Internet community for young mothers.					
I think sharing of kids-related assets* with other mothers is enjoyable.					
My kids-related assets` sharing would strengthen the ties between existing members in the mothers` community and myself.					
I will probably share my kids-related assets* through Internet community for young mothers.					
I think sharing of kids-related assets* with other mothers is exciting.					
My kids-related assets` sharing would get me well-acquainted with new members in the mothers` community.					
I am interested in sharing of my kids-related assets* through Internet community for young mothers.					

	<i>Strongly disagree</i>	<i>Disagree</i>	<i>Neither agree nor disagree</i>	<i>Agree</i>	<i>Strongly agree</i>
I think sharing of kids-related assets* with other mothers is fun.					
My kids-related assets` sharing would expand the scope of my association with other members in mothers` community.					
My kids-related assets` sharing would draw smooth cooperation from outstanding members of mothers` community in the future.					
I think sharing of kids-related assets* with other mothers is pleasant.					
My kids-related assets` sharing would create strong relationships with members who have common interests in mothers` community.					

* **Kids-related assets** include **items or products** that can be useful to the mother in caring for her child (cloths, toys, etc.), knowledge or experience of upbringing of the child.

Continue the survey

Page 7:

We would like to ask you a few questions for last.

1. Your age? _____

2. Your marital status?

Single

Married

Divorced

3. How many children of pre-school age you have?

None

1

2

3

4+

4. Please, indicate the highest level of education you achieved:

Graduated from high school

Post-Secondary certificate (college)

University degree(s)

Other (please describe):

5. Which best describe your work status?

Student

Freelance

Full-time employment

Unemployment

Part-time employment

6. Which of the following best describes your current financial situation?

It`s struggle to afford basic necessities, as food and a place to live

There`s enough money to cover basic necessities

There`s enough money to live comfortably

There`s enough money to live very comfortably and spend freely

It`s difficult to answer.

Finish the survey

Thanks for participation!

Your opinion is highly valuable for our research.

We wish you the joyful motherhood!

Анкета. Appendix B

Page 1:

Здравствуйте!

В настоящее время проводится исследование, направленный на то, чтобы оценить популярность шеринга среди женщин, имеющих детей дошкольного возраста. Опрос является анонимным, и ваши ответы не будут связаны с вами лично, а результаты будут использованы только в обобщенной форме. Опрос займет около 10 минут.

Если у вас есть какие-либо вопросы, напишите нам по электронной почте:

hanna.mosko@evaf.stud.vu.lt.

С благодарностью,

Исследовательская группа

Прежде всего, мы хотим выяснить, являетесь ли Вы подходящим кандидатом для данного типа исследования. Для этого, ответьте, пожалуйста, на следующие вопросы:

Ваш пол:

Мужчина (**stop here**)

Женщина

Есть ли у Вас ребенок или дети дошкольного возраста?

Есть

Нет (**stop here**)

Page 2:

Вы именно та, кто нам необходим для исследования молодых мам!

ИНФОРМАЦИЯ ОБ ИССЛЕДОВАНИИ

Шеринг (совместное использование ресурсов) как форма бизнеса, деятельности, профессии, общения стало одной из наиболее заметных тенденций в мире в последнее время. Все больше людей во всем мире готовы делиться вещами, знаниями и опытом.

Данный опрос посвящен определению **популярности шеринга среди женщин, имеющих детей дошкольного возраста.**

Чтобы лучше понять важность обмена предметами, знаниями или опытом, которые могут быть полезны матери при уходе за ребенком, мы просим вас пройти **анонимный опрос.**

Пожалуйста, обратите внимание, что нет правильных или неправильных ответов. Нам **интересно** только **ваше мнение.**

Прохождение всего опроса займет около 10 минут.

Полученная информация будет обобщена в форме магистерской диссертации и никогда не будет раскрывать какого-либо отдельного мнения.

Давайте приступим!

Page 3:

Мы хотели бы начать с достаточно общих аспектов, которые отражают Вашу индивидуальность. Первая группа вопросов – о Вашем отношении к проблемам окружающей среды.

Пожалуйста, укажите, насколько Вы согласны или не согласны с утверждениями ниже.

	<i>Категорически не согласна</i>	<i>Частично не согласна</i>	<i>Затрудняюсь ответить</i>	<i>Частично согласна</i>	<i>Полностью согласна</i>
Хрупкий баланс природы легко нарушается деятельностью человека.					
Люди имеют право изменять окружающую среду в соответствии со своими потребностями.					
Мы приближаемся к предельному количеству людей, которое может обеспечивать Земля.					
Так называемый «экологический кризис», с которым сталкивается человечество, сильно преувеличен.					
Растения и животные имеют те же права, что и люди.					
Человечество было создано, чтобы править всей остальной природой.					

Продолжить опрос

Page 4:

Также, мы хотели бы узнать, что Вы думаете о взаимоотношениях между людьми.

Пожалуйста, укажите, насколько Вы согласны или не согласны с утверждениями ниже.

	<i>Категорически не согласна</i>	<i>Частично не согласна</i>	<i>Затрудняюсь ответить</i>	<i>Частично согласна</i>	<i>Полностью согласна</i>
Люди должны быть готовы помочь другим, кто находится в менее благоприятных условиях.					
Мне очень важно помогать людям решать их проблемы.					
Люди должны быть более щедрыми по отношению к другим в обществе.					

	<i>Категорически не согласна</i>	<i>Частично не согласна</i>	<i>Затрудняюсь ответить</i>	<i>Частично согласна</i>	<i>Полностью согласна</i>
Нуждающиеся люди должны получать поддержку от других.					
Обычно я доверяю людям.					
В целом, я верю в человечество.					
Я обычно доверяю другим людям, если они не дадут мне повода, так к ним не относиться.					
Мне кажется, люди в целом надежны.					
Я склонна рассчитывать на других людей.					

Продолжить опрос

Page 5:

И еще несколько утверждений относительно взаимодействия с другими людьми.

Пожалуйста, укажите, насколько Вы согласны или не согласны с утверждениями ниже.

	<i>Категорически не согласна</i>	<i>Частично не согласна</i>	<i>Затрудняюсь ответить</i>	<i>Частично согласна</i>	<i>Полностью согласна</i>
Если я чувствую, что другие люди не принимают меня, это меня не беспокоит.					
Я стараюсь не делать то, что заставит других людей избегать или отвергать меня.					
Я редко волнуюсь о том, заботятся ли другие люди обо мне.					
Мне нужно чувствовать, что есть люди, к которым я могу обратиться в трудную минуту.					
Я хочу, чтобы другие люди принимали меня.					
Мне не нравится быть одной.					
Я не переживаю, если долгое время мне приходится быть вдали от друзей.					
У меня глубокая потребность в сопричастности.					

	<i>Категорически не согласна</i>	<i>Частично не согласна</i>	<i>Затрудняюсь ответить</i>	<i>Частично согласна</i>	<i>Полностью согласна</i>
Мне не нравится, когда другие люди меня не включают в свои планы.					
Мои чувства легко задеть, если мне кажется, что другие не принимают меня.					

Continue the survey

Page 6:

В настоящее время люди постепенно перебираются в интернет для решения личных и деловых вопросов. В том числе, взаимодействуют с другими людьми в онлайн-сообществах. Пожалуйста, укажите, насколько вы согласны с приведенными ниже утверждениями относительно коммуникаций в Интернете.

	<i>Категорически не согласна</i>	<i>Частично не согласна</i>	<i>Затрудняюсь ответить</i>	<i>Частично согласна</i>	<i>Полностью согласна</i>
Я могу посоветовать, как пользоваться социальными сетями или другими онлайн-сообществами.					
Я знаю, как решать проблемы онлайн.					
Я могу повлиять на поведение других.					

Продолжить опрос

Page 7:

Теперь мы можем перейти к части опроса о Ваших взглядах на шеринг (совместное использование) как деятельности.

*Нас интересует Ваше мнение относительно совместного использования **ресурсов, связанных с детьми**. Под **ресурсами*** подразумеваются не только **предметы или товары, которые могут быть полезны матери для ухода за ребенком** (детская одежда, игрушки и т. д.), но также **знания и опыт воспитания ребенка**.*

Сперва, поделитесь, пожалуйста, Вашим мнением относительно возможных мотивов участия в шеринге посредством онлайн-сообществ для мам.

	<i>Категорически не согласна</i>	<i>Частично не согласна</i>	<i>Затрудняюсь ответить</i>	<i>Частично согласна</i>	<i>Полностью согласна</i>
Шеринг собственных ресурсов* через интернет-сообщества для мам позволил бы мне получить дополнительный доход.					
Шеринг собственных ресурсов* через					

	<i>Категорически не согласна</i>	<i>Частично не согласна</i>	<i>Затрудняюсь ответить</i>	<i>Частично согласна</i>	<i>Полностью согласна</i>
интернет-сообщества для мам позволили бы мне зарабатывать деньги.					
Шеринг ненужных ресурсов* позволили бы мне зарабатывать на своих вещах.					
Шеринг собственных ресурсов* может способствовать укреплению связей между мной и другими мамами, участвующими в сообществах для мам.					
Шеринг собственных ресурсов*, позволили бы мне познакомиться с большим количеством участниц сообществ для мам.					
Шеринг собственных ресурсов* расширил бы круг моих связей с другими мамами, членами сообщества.					
В будущем, шеринг собственных ресурсов* способствовал бы мне наладить сотрудничество с некоторыми матерями из онлайн-сообщества.					
Шеринг собственных ресурсов* может способствовать созданию крепких отношений с участницами сообщества для мам, которые разделяют общие интересы.					

***Ресурсы** включают предметы или товары, которые могут быть полезны матери для ухода за ребенком (детская одежда, игрушки и т. д.), знания и опыт воспитания ребенка.

Продолжить опрос

Page 8:

Поделитесь, пожалуйста, своим мнением о техническом удобстве онлайн-шеринга.

	<i>Категорически не согласна</i>	<i>Частично не согласна</i>	<i>Затрудняюсь ответить</i>	<i>Частично согласна</i>	<i>Полностью согласна</i>
Мне удобно делиться через интернет-сообщество для мам, потому что у меня обычно есть доступ в Интернет.					
Мне удобно делиться через интернет-сообщество для мам, потому что я могу использовать в этих целях смартфон в любое время.					
Мне удобно делиться через интернет-сообщество для мам, потому что я могу использовать смартфон с доступом в Интернет в любой ситуации.					
Мамам удобно делиться через интернет-сообщество, потому что в них легко участвовать.					

Продолжить опрос

Page 9:

Пожалуйста, подумайте об участии в онлайн-сообществах матерей в целом и выскажите свое мнение относительно высказываний ниже.

Использование интернет-сообщества для мам..

	<i>Категорически не согласна</i>	<i>Частично не согласна</i>	<i>Затрудняюсь ответить</i>	<i>Частично согласна</i>	<i>Полностью согласна</i>
.. помогло бы мне более продуктивно делиться своими <i>ресурсами*</i> с другими мамами.					
.. помогло бы мне быстрее делиться своими <i>ресурсами*</i> с другими мамами.					
.. оказалось бы полезным , если бы я делилась своими <i>ресурсами*</i> с другими мамами.					

.. могло бы сделать обмен своими ресурсами* с другими мамами эффективным.					
---	--	--	--	--	--

***Ресурсы** включают предметы или товары, которые могут быть полезны матери для ухода за ребенком (детская одежда, игрушки и т. д.), знания и опыт воспитания ребенка.

Интернет-сообщества для мам ..

	Категорически не согласна	Частично не согласна	Затрудняюсь ответить	Частично согласна	Полностью согласна
.. могли бы представлять ценность для меня.					
.. полезны для обмена ресурсами* с другими мамами.					

***Ресурсы** включают предметы или товары, которые могут быть полезны матери для ухода за ребенком (детская одежда, игрушки и т. д.), знания и опыт воспитания ребенка.

Продолжить опрос

Page 10:

Следующие схожие по смыслу утверждения позволят нам точно определить, что Вы чувствуете о шеринге ресурсов* с другими мамами.

Мне кажется, шеринг ресурсов* между мамами может..

	Категорически не согласна	Частично не согласна	Затрудняюсь ответить	Частично согласна	Полностью согласна
.. доставлять удовольствие.					
.. быть захватывающим.					
.. быть весёлым.					
.. быть интересным.					
.. быть приятным.					

***Ресурсы** включают предметы или товары, которые могут быть полезны матери для ухода за ребенком (детская одежда, игрушки и т. д.), знания и опыт воспитания ребенка.

Продолжить опрос

Page 11:

Независимо от того, если ли у Вас опыт совместного использования ресурсов * с незнакомцами в прошлом, укажите, пожалуйста, как Вы рассматриваете возможность участия в онлайн-шеринге с другими матерями.

	<i>Категорически не согласна</i>	<i>Частично не согласна</i>	<i>Затрудняюсь ответить</i>	<i>Частично согласна</i>	<i>Полностью согласна</i>
Я заинтересована в том, чтобы делиться своими ресурсами* через интернет-сообщество для мам. I am interested in sharing of my assets* through Internet community for young mothers.					
Возможно, я поделюсь своими ресурсами* через интернет-сообщество для молодых мам. I will probably share my assets* through Internet community for young mothers.					
Я готова поделиться своими ресурсами* через интернет-сообщество для молодых мам. I am willing to share my assets* through Internet community for young mothers.					

***Ресурсы** включают предметы или товары, которые могут быть полезны матери для ухода за ребенком (детская одежда, игрушки и т. д.), знания и опыт воспитания ребенка.

Продолжить опрос

Page 12: Это последние вопросы, которые касаются определения Вашего мнения. Они обобщают Ваше общее отношение к владению и совместному использованию различных ресурсов.

	<i>Категорически не согласна</i>	<i>Частично не согласна</i>	<i>Затрудняюсь ответить</i>	<i>Частично согласна</i>	<i>Полностью согласна</i>
Я с радостью приняла бы гостей у себя в доме. I would enjoy having guests stay in my home					
Я была бы рада поделиться тем, что у меня есть.					

	<i>Категорически не согласна</i>	<i>Частично не согласна</i>	<i>Затрудняюсь ответить</i>	<i>Частично согласна</i>	<i>Полностью согласна</i>
Я бы не хотела отдаживать свои вещи, даже хорошим друзьям.					
Прокат некоторых детских товаров предпочтительнее для меня, чем их приобретение.					
Я бы предпочла купить что-то, чем это одолжить у кого-то другого.					

Продолжить опрос

Page 13:

И, наконец, несколько вопросов о Вас.

1. Ваш возраст? _____

2. Ваше семейное положение?

Свободна

Замужем

Разведена

3. Сколько у вас детей?

None

1

2

3

4+

4. Пожалуйста, укажите наиболее высокий уровень образования, которого Вы достигли:

Школьное образование

Среднее профессиональное образование

Высшее образование

Другое (пожалуйста, опишите):

5. Что лучше всего описывает Ваш статус работы?

Студентка

Фрилансер

Полная занятость

Безработная

Частичная занятость

6. Что из следующего лучше всего описывает вашу текущую финансовую ситуацию?

Затруднительно обеспечить основные потребности, такие как еда и место проживания.

Достаточно средств для обеспечения основных потребностей.

Достаточно средств для комфортной жизни.

Достаточно средств, чтобы комфортно жить и свободно тратить деньги.

Затрудняюсь ответить.

Закончить опрос

Большое спасибо за участие!

Ваше мнение очень ценно для нашего исследования.

Желаем Вам радостного материнства!

Apklausa. Appendix C

1 Puslapis:

Sveiki!

Šiuo metu Vilniaus Universitetas atlieka tyrimą, norėdami išsiaiškinti **dalinimosi ekonomikos** populiarumą tarp **moterų, kurios augina ikimokyklinio amžiaus vaikus**. Apklausa yra anoniminė, atsakymai nebus susieti su Jūsų asmenine informacija, rezultatai bus naudojami tik apibendrintoje formoje.

Apklausa užtruks apie 10 minučių, iš anksto dėkojame už Jūsų sugaištą laiką.

Jei turėtumėte klausimų, susisieki su mumis elektroniniu paštu: hanna.mosko@evaf.stud.vu.lt

Pagarbiai,

Tyrimo komanda

Visų pirma, norime išsiaiškinti ar Jūs esate tinkamas kandidatas šio tipo apklausai.

Prašome atsakyti į klausimą:

Jūsų lytis:

Vyras (**stop here**)

Moteris

Ar Jūs turite ikimokyklinio amžiaus vaiką(ų)?

Taip

Ne (**stop here**)

2 Puslapis:

Jūs esate būtent tas žmogus, kurio mums reikia tam, kad atliktume tyrimą apie jaunas mamas!

INFORMACIJA APIE APKLAUSĄ

Šiuo metu daug kalbama apie dalijimosi ekonomiką. Dalijimasis kaip verslas, veikla, užsiėmimas, bendravimo forma, paskutiniu metu yra viena iš matomiausių tendencijų pasaulyje. Vis daugiau žmonių nori dalintis daiktais, žiniomis ir patirtimi.

Tuo tyrimu siekiu nustatyti dalinimosi, kaip veiklos, **populiarumą tarp moterų**, turinčių ikimokyklinio amžiaus vaikų. Kad geriau suprastume, kiek ir kaip dalinimasis daiktais, žiniomis ar patirtimi yra svarbus mamoms, auginančioms vaikus, kviečiame atsakyti į **anoniminės apklausos klausimus**.

Prašome atkreipti dėmesį į tai, jog šioje apklausoje nėra teisingų ar neteisingų atsakymų, **svarbu sužinoti tik Jūsų nuomonę**.

Jūsų atsakymai liks anonimiški, gauta informacija bus naudojama tik apibendrinta forma magistro darbe.

Pradėkime!

3 Puslapis: Iš pradžių mes norėtume išsiaiškinti bendrus aspektus, kurie apibūdina Jūsų asmenybę. Pirmą klausimų grupę yra susijusi su Jūsų požiūriu į aplinkosaugą. Prašome pasirinkti kaip stipriai Jūs sutinkate ar nesutinkate su žemiau pateiktais teiginiais.

	<i>Visiškai nesutinku</i>	<i>Iš dalies nesutinku</i>	<i>Nei sutinku nei nesutinku</i>	<i>Iš dalies sutinku</i>	<i>Visiškai sutinku</i>
Gamtos pusiausvyra yra labai jautri ir žmonių veikla ją gali lengvai suardyti.					
Žmonės turi teisę keisti gamtinę aplinką tam, kad patenkintų savo poreikius.					
Mes artėjame prie ribos, kiek žmonių gali gyventi žemėje.					
Taip vadinama "ekologinė krizė". su kuria kovoja žmonija, vaizduojama smarkiai padidinta, nei yra ištikrųjų.					
Augalai ir gyvūnai turi tokią pačią teisę egzistuoti, kaip ir žmonės.					
Žmonija sukurta valdyti visą gamtą.					

Tęsti apklausą

4 Puslapis: *Taip pat norėtume sužinoti Jūsų požiūrį į žmonių tarpusavio bendravimą. Prašome pasirinkti, kaip stipriai Jūs sutinkate ar nesutinkate su žemiau pateiktais teiginiais.*

	<i>Visiškai nesutinku</i>	<i>Iš dalies nesutinku</i>	<i>Nei sutinku nei nesutinku</i>	<i>Iš dalies sutinku</i>	<i>Visiškai sutinku</i>
Žmonės turėtų norėti padėti tiems, kam sekasi blogiau.					
Man labai svarbu padėti kitiems žmonėms spręsti jų problemas.					
Žmonės turėtų būti labiau linkę aukoti kitiems.					
Žmonės, kuriems tikrai reikia pagalbos, turėtų sulaukti paramos iš kitų.					
Aš dažniausiai pasitikiu kitais žmonėmis.					
Apskritai, aš pasitikiu žmonija.					
Dažniausiai aš pasitikiu kitais žmonėmis, nebent yra akivaizdžių priežasčių, dėl ko nereikėtų jais nepasitikėti.					
Aš manau, jog iš esmės žmonės yra patikimi.					
Aš esu linkusi pasikliauti kitais žmonėmis.					

Tęsti apklausą

5 Puslapis: *Toliau pateikta šiek tiek daugiau teiginių apie bendravimą su kitais žmonėmis. Prašome pasirinkti kaip stipriai Jūs sutinkate ar nesutinkate su žemiau pateiktais teiginiais.*

	<i>Visiškai nesutinku</i>	<i>Iš dalies nesutinku</i>	<i>Nei sutinku nei nesutinku</i>	<i>Iš dalies sutinku</i>	<i>Visiškai sutinku</i>
Jei kiti žmonės nepriima manęs į savo ratą, aš dėl to nesijaudinu.					
Aš stengiuosi nedaryti to, dėl ko kiti žmonės mane atstumtų ar manęs vengtų.					
Aš retai atkreipiu dėmesį į tai, ar rūpiu kitiems žmonėms.					
Man svarbu žinoti, jog yra žmonių, į kuriuos prireikus galiu kreiptis pagalbos.					

	<i>Visiškai nesutinku</i>	<i>Iš dalies nesutinku</i>	<i>Nei sutinku nei nesutinku</i>	<i>Iš dalies sutinku</i>	<i>Visiškai sutinku</i>
Aš noriu, kad kiti žmonės mane priimtų į savo ratą.					
Man nepatinka būti vienai.					
Nesijaudinu, jei nesusitinku su draugais ilgesnį laiką.					
Aš jaučiu poreikį pritapti prie kitų.					
Man labai nemalonu, kada aš nesu įtraukta į kitų žmonių planus.					
Aš jaučiuosi blogai, kai jaučiu, jog kitiems nepatinku.					

Tęsti apklausą

6 Puslapis:

Šiais laikais labai daug ką galima nuveikti internetinėje erdvėje, bendraujant su kitais žmonėmis įvairaus pobūdžio platformose. Prašome pasirinkti kaip stipriai Jūs sutinkate ar nesutinkate su žemiau pateiktais teiginiais.

	<i>Visiškai nesutinku</i>	<i>Iš dalies nesutinku</i>	<i>Nei sutinku nei nesutinku</i>	<i>Iš dalies sutinku</i>	<i>Visiškai sutinku</i>
Aš sugebu pagelbėti kitiems, naudodamasi socialiniais tinklais ir internetinėmis bendruomenių platformomis.					
Aš sugebu spręsti problemas internetinėje erdvėje.					
Aš galiu įtakoti kitų elgesį.					

Tęsti apklausą

7 Puslapis: *Dabar mes galime pereiti prie apklausos dalies, susijusios su Jūsų nuomone apie dalinimąsi, kaip užsiėmimą. Mus domina Jūsų nuomonė apie **dalinimas su vaikais susijusiais resursais**.*

*Atkreipkite dėmesį. *Resursai – šiuo atveju yra **daiktai** arba **produktai**, kurie gali būti naudingi mamoms auginančioms vaikus (pvz. drabužiai, žaislai ir t.t.), **žinios, informacija** arba **patirtis** apie vaikų auginimą.*

Pirmiausia, norime išsiaiškinti Jūsų nuomonę apie tai kas galėtų paskatinti Jus dalyvauti dalinimosi veikloje, naudojantis mamoms skirtomis internetinėmis platformomis .

	<i>Visiškai nesutinku</i>	<i>Iš dalies nesutinku</i>	<i>Nei sutinku nei nesutinku</i>	<i>Iš dalies sutinku</i>	<i>Visiškai sutinku</i>
Dalinimasis resursais*, man leistu turėti papildomą pajamų šaltinį.					
Dalinimasis resursais*, naudojantis mamoms skirtomis internetinėmis platformomis , man leistų užsidirbti pinigų.					
Dalinimasis papildomais resursais* man leistu užsidirbti pinigų iš sukaupto turto.					
Dalinimasis resursais* sustiprintų ryšį tarp kitų mamų bendruomenės narių ir manęs.					

	<i>Visiškai nesutinku</i>	<i>Iš dalies nesutinku</i>	<i>Nei sutinku nei nesutinku</i>	<i>Iš dalies sutinku</i>	<i>Visiškai sutinku</i>
Dalinimasis resursais* man padėtų geriau susipažinti su naujomis mamų bendruomenių narėmis.					
Dalinimasis resursais* išplėstų mano ryšius su kitomis mamų bendruomenės narėmis.					
Dalinimasis resursais* ateityje palengvintų bendravimą su mane dominančiomis mamų bendruomenės narėmis.					
Dalinimasis resursais* sukurtų stiprų ryšį su ma bendruomenės nariėmis, kurios turi panašių interesų.					

* **Resursai** – **daiktai** arba **produktai**, kurie gali būti naudingi mamoms auginančioms vaikus (pvz. drabužiai, žaislai ir t.t.), **žinios**, **informacija** arba **patirtis** apie vaikų auginimą.

Tęsti apklausą

8 Puslapis: Prašome nurodyti savo nuomonę apie techninį dalinimosi veiklos patogumą internetinėje erdvėje.

	<i>Visiškai nesutinku</i>	<i>Iš dalies nesutinku</i>	<i>Nei sutinku nei nesutinku</i>	<i>Iš dalies sutinku</i>	<i>Visiškai sutinku</i>
Dalijimasis per internetines platformas man patogus, nespaprastai turiu prieigą prie interneto.					
Dalijimasis per mamoms skirtas internetines platformas yra patogus, nes aš tam galiu bet kuriuo metu naudoti išmanųjį telefoną.					
Dalinimasis naudojantis mamoms skirtomis internetinėmis platformomis man yra patogus, nes aš galiu tai daryti savo išmaniuoju telefonu su interneto prieiga bet kokiaje situacijoje.					
Dalinimasis, naudojantis mamos skirtomis internetinėmis platformomis, yra patogus, kadangi šiose platformose lengva pradėti dalyvavimą.					

* **Resursai** – **daiktai** arba **produktai**, kurie gali būti naudingi mamoms auginančioms vaikus (pvz. drabužiai, žaislai ir t.t.), **žinios**, **informacija** arba **patirtis** apie vaikų auginimą.

Tęsti apklausą

9 Puslapis: Prašome pasvarstyti, apie dalyvavimą dalinimosi bendruomenėse skirtose mamoms internetinės erdvės platformose ir išreikšti savo nuomonę apie tolimesnius teiginius.

Naudojant mamoms skirtas internetinės erdvės platformas, ...

	<i>Visiškai nesutinku</i>	<i>Iš dalies nesutinku</i>	<i>Nei sutinku nei nesutinku</i>	<i>Iš dalies sutinku</i>	<i>Visiškai sutinku</i>

.. man būtų lengviau dalintis resursais* su kitais.					
.. man padėtų dalintis resursais* sparčiau.					
.. man naudingai padėtų dalintis resursais* su kitomis mamomis.					
.. dalinimasis resursais* su kitomis mamomis būtų efektyvesnis.					

* **Resursai** – **daiktai** arba **produktai**, kurie gali būti naudingi mamoms auginančioms vaikus (pvz. drabužiai, žaislai ir t.t.), **žinios, informacija** arba **patirtis** apie vaikų auginimą.

Internetinės erdvės platformos skirtos mamoms ..

.. man būtų vertingos, nes galėtų suteikti papildomos naudos.					
.. yra naudingos tuo, kad suteikia galimybę dalintis resursais* tarp mamų.					

* **Resursai** – **daiktai** arba **produktai**, kurie gali būti naudingi mamoms auginančioms vaikus (pvz. drabužiai, žaislai ir t.t.), **žinios, informacija** arba **patirtis** apie vaikų auginimą.

Tęsti apklausą

10 Puslapis: Sekantystarpusavyje susiję teiginiai apibendrina tai, ką Jūs manote apie dalinimąsi resursais* su kitomis mamomis.

Mano nuomone, dalinimasis resursais* su kitomis mamomis man...

	Visiškai nesutinku	Iš dalies nesutinku	Nei sutinku nei nesutinku	Iš dalies sutinku	Visiškai sutinku
.. teiktų pasitenkinimą.					
.. būtų jaudininti patirtis.					
.. būtų smagu.					
.. būtų idomu.					
.. būtų malonu.					

* **Resursai** – **daiktai** arba **produktai**, kurie gali būti naudingi mamoms auginančioms vaikus (pvz. drabužiai, žaislai ir t.t.), **žinios, informacija** arba **patirtis** apie vaikų auginimą.

Tęsti apklausą

11 Puslapis: Nepriklausomai nuo to, ar Jūs jau turite dalinimosi resursais* patirties ar ne, prašome pasvarstyti, kiek dalinimasis internetinėje erdvėje su kitomis mamomis Jums yra patrauklus.

	Visiškai nesutinku	Iš dalies nesutinku	Nei sutinku nei nesutinku	Iš dalies sutinku	Visiškai sutinku
Mane domina dalinimasis resursais* per jaunoms mamoms skirtas internetines platformas.					
Tikriausiai aš dalinčiausi savo resursais* per mamoms skirtas internetines platformas.					
Aš norėčiau dalintis resursais* per mamoms skirtas internetines platformas.					

* **Resursai** – **daiktai** arba **produktai**, kurie gali būti naudingi mamoms auginančioms vaikus (pvz. drabužiai, žaislai ir t.t.), **žinios, informacija** arba **patirtis** apie vaikų auginimą.

Tęsti apklausą

12 Puslapis: Toliau pateikiami paskutiniai teiginiai apie Jūsų požiūrį. Šie sakiniai apibendrins kaip Jūs vertinate įvairių resursų turėjimą ir dalijimąsi jais.

	Visiškai nesutinku	Iš dalies nesutinku	Nei sutinku nei nesutinku	Iš dalies sutinku	Visiškai sutinku
Man patiktų, jei mano namuose apsisotų svečių.					
Man patiktų dalintis tuo, ką turiu (daiktais, patirtimi, žiniomis).					
Aš nenorėčiau skolinti savo daiktų net geriems draugams.					
Nuomotis daiktus man yra patraukliau, negu juos turėti.					
Aš geriau nusipikšiu ko man reikia, negu pasiskolinsiu iš kitų.					

Tęsti apklausą

13 Puslapis: Pabaigai, keli klausimai apie Jus.

1. Jūsų amžius? _____

2. Jūsų šeimyninis statusas?

Netekėjusi

Susituokusi

Išsiskyrusi

3. Kiek vaikų auginate?

0

1

2

3

4+

4. Pašome pasirinkti, kokį aukščiausią išsilavinimą esatę įgijusi:

Vidurinis

Aukštesnysis/ Profesinis

Aukštasis

kita (prašome įvardinti):

5. Kuris iš galimų variantų geriausiai atitinka Jūsų darbo statusą?

Studentė

Darbas nepilnu etatu - Part-time employment

Darbas pagal pilnu etatu - Full-time employment

Individuali veikla - Freelance

Nedirbanti

6. Kuris iš galimų variantų tiksliausiai apibūdina Jūsų esamą finansinę situaciją?

Man sunkoka padengti net būtiniausias išlaidas, tokias, kaip maistas ir mokesčiai už būstą.

Man pakanka pinigų padengti būtiniausias išlaidas.

Turiu užtektingai pinigų patogiam gyvenimui.

Gyvenu labai patogiai, galiu leisti pinigus laisvai.

Tai sudėtingas klausimas, negaliu atsakyti.

Baigti apklausą

Ačiū už dalyvavimą!

Jūsų nuomonė yra labai svarbi mūsų tyrimui.

Mes linkime Jums laimingos motinystės!

Age of the respondents

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
AGE	271	21	49	31,84	4,803
Valid N (listwise)	271				

Figure 1. The data of Belarusian sample

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
AGE	151	20	50	31,95	6,000
N_CHILD	151	1	4	1,54	,700
MARRIAGE	151	1	3	1,96	,502
EDU	151	1	3	2,70	,598
JOB	151	1	5	2,83	1,191
Valid N (listwise)	151				

Figure 2. The data of Lithuanian sample

Quantity of children

N_CHILD					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	143	52,8	52,8	52,8
	2	100	36,9	36,9	89,7
	3	21	7,7	7,7	97,4
	4	7	2,6	2,6	100,0
	Total	271	100,0	100,0	

Figure 1. The data of Belarusian sample

N_CHILD					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	86	57,0	57,0	57,0
	2	51	33,8	33,8	90,7
	3	12	7,9	7,9	98,7
	4	2	1,3	1,3	100,0
	Total	151	100,0	100,0	

Figure 2. The data of Lithuanian sample

Professional activity

JOB * COUNTRY Crosstabulation

		COUNTRY		Total	
		1	2		
JOB	1	Count	1 _a	4 _b	5
		% within COUNTRY	0,4%	2,6%	1,2%
	2	Count	165 _a	88 _a	253
		% within COUNTRY	60,9%	58,3%	60,0%
	3	Count	36 _a	9 _b	45
		% within COUNTRY	13,3%	6,0%	10,7%
	4	Count	32 _a	29 _b	61
		% within COUNTRY	11,8%	19,2%	14,5%
	5	Count	37 _a	21 _a	58
		% within COUNTRY	13,7%	13,9%	13,7%
Total		Count	271	151	422
		% within COUNTRY	100,0%	100,0%	100,0%

Each subscript letter denotes a subset of COUNTRY 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	12,917 ^a	4	,012
Likelihood Ratio	13,106	4	,011
Linear-by-Linear Association	,264	1	,608
N of Valid Cases	422		

a. 2 cells (20,0%) have expected count less than 5. The minimum expected count is 1,79.

- 1- Student;
- 2- Full-time employment;
- 3- Part-time employment;
- 4- Freelance;
- 5- Unemployment .

Perceived level of wealth

WEALTH * COUNTRY Crosstabulation

		COUNTRY		Total	
		1	2		
WEALTH	1	Count	4 ^a	1 ^a	5
		% within COUNTRY	1,5%	0,7%	1,2%
	2	Count	115 ^a	49 ^b	164
		% within COUNTRY	42,4%	32,5%	38,9%
	3	Count	12 ^a	8 ^a	20
		% within COUNTRY	4,4%	5,3%	4,7%
	4	Count	114 ^a	88 ^b	202
		% within COUNTRY	42,1%	58,3%	47,9%
	5	Count	26 ^a	5 ^b	31
		% within COUNTRY	9,6%	3,3%	7,3%
Total		Count	271	151	422
		% within COUNTRY	100,0%	100,0%	100,0%

Each subscript letter denotes a subset of COUNTRY 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	13,719 ^a	4	,008
Likelihood Ratio	14,402	4	,006
Linear-by-Linear Association	1,937	1	,164
N of Valid Cases	422		

a. 2 cells (20,0%) have expected count less than 5. The minimum expected count is 1,79.

- 1- It's struggle to afford basic necessities, as food and a place to live
- 2- There`s enough money to cover basic necessities
- 3- There`s enough money to live comfortably
- 4- There`s enough money to live very comfortably and spend freely
- 5- It`s difficult to answer.

Marital status

Case Processing Summary

	Valid		Cases Missing		Total	
	N	Percent	N	Percent	N	Percent
MARRIAGE * COUNTRY	422	100,0%	0	0,0%	422	100,0%

MARRIAGE * COUNTRY Crosstabulation

		COUNTRY		Total
		1	2	
MARRIAGE 1	Count	4 ^a	22 ^b	26
	% within COUNTRY	1,5%	14,6%	6,2%
2	Count	251 ^a	113 ^b	364
	% within COUNTRY	92,6%	74,8%	86,3%
3	Count	16 ^a	16 ^a	32
	% within COUNTRY	5,9%	10,6%	7,6%
Total	Count	271	151	422
	% within COUNTRY	100,0%	100,0%	100,0%

Each subscript letter denotes a subset of COUNTRY categories whose column proportions do not differ significantly from each other at the ,05 level.

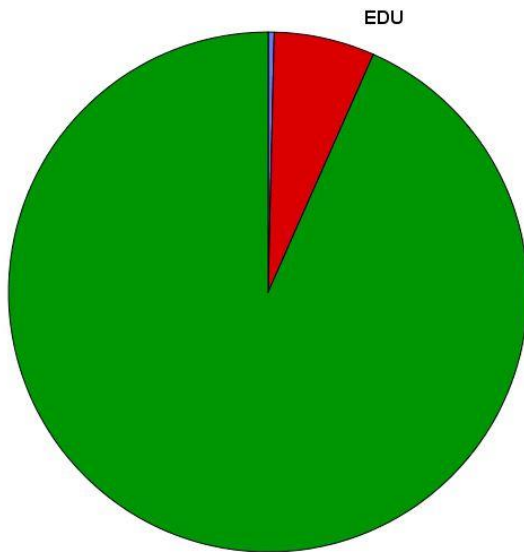
Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	33,354 ^a	2	,000
Likelihood Ratio	32,770	2	,000
Linear-by-Linear Association	4,976	1	,026
N of Valid Cases	422		

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 9,30.

Level of education

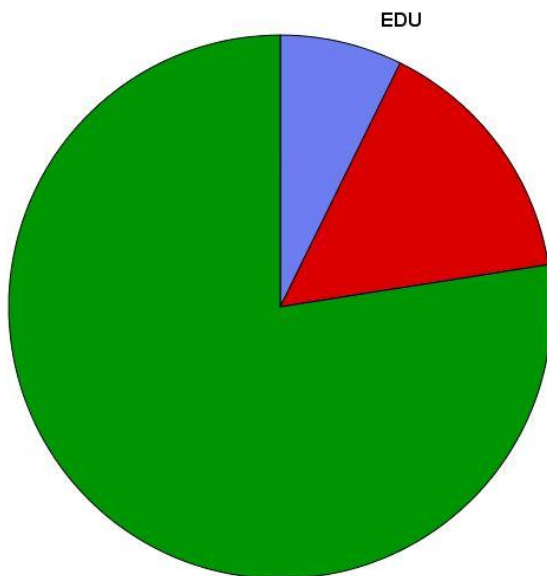
EDU				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	,4	,4	,4
2	17	6,3	6,3	6,6
3	253	93,4	93,4	100,0
Total	271	100,0	100,0	



1- Graduated from high school;
 2- Post-Secondary certificate (college);
 3 – University Degree (Degrees).

Figure 1. *The data of Belarusian sample*

EDU				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	11	7,3	7,3	7,3
2	23	15,2	15,2	22,5
3	117	77,5	77,5	100,0
Total	151	100,0	100,0	



1- Graduated from high school;
 2- Post-Secondary certificate (college);
 3 – University Degree (Degrees).

Figure 2. *The data of Lithuanian sample*

Reliability analysis. Appendix E

Reliability Statistics

Cronbach's Alpha	N of Items
,913	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
INTENT1	8,30	3,088	,804	,896
INTENT2	8,09	3,413	,831	,875
INTENT3	8,16	3,132	,849	,856

Reliability Statistics

Cronbach's Alpha	N of Items
,790	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
MONET1	6,90	3,512	,670	,677
MONET2	7,04	3,193	,714	,622
MONET3	7,10	3,658	,522	,833

Reliability Statistics

Cronbach's Alpha	N of Items
,893	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
CONVEN1	13,79	3,506	,770	,862
CONVEN2	13,76	3,273	,844	,833
CONVEN3	13,90	3,102	,746	,874
CONVEN4	13,83	3,497	,715	,880

Reliability Statistics

Cronbach's Alpha	N of Items
,897	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
USEFUL1	21,78	9,067	,763	,872
USEFUL2	21,62	9,334	,752	,874
USEFUL3	21,66	9,335	,748	,875
USEFUL4	21,61	9,435	,794	,869
USEFUL5	21,93	9,458	,604	,900
USEFUL6	21,66	9,033	,701	,893

Reliability Statistics

Cronbach's Alpha	N of Items
,908	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
RECOGN1	16,37	9,650	,703	,902
RECOGN2	16,22	9,024	,845	,871
RECOGN3	16,19	9,397	,819	,878
RECOGN4	16,35	9,501	,797	,882
RECOGN5	16,29	10,002	,686	,905

Reliability Statistics

Cronbach's Alpha	N of Items
,906	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
ENJOY1	16,05	9,194	,693	,900
ENJOY2	16,36	8,503	,716	,899
ENJOY3	15,95	8,651	,835	,870
ENJOY4	15,82	9,078	,811	,877
ENJOY5	15,91	8,986	,789	,880

Reliability Statistics

Cronbach's Alpha	N of Items
,752	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
ALTR1	11,49	5,875	,532	,702
ALTR2	12,02	5,767	,509	,715
ALTR3	11,76	5,186	,616	,653
ALTR4	11,65	5,644	,533	,702

Reliability Statistics

Cronbach's Alpha	N of Items
,654	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
EFFIC1	6,79	3,272	,490	,522
EFFIC2	7,02	3,137	,561	,421
EFFIC3	7,44	3,900	,353	,697

Reliability Statistics

Cronbach's Alpha	N of Items
,784	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
TRUST1	13,99	11,157	,651	,716
TRUST2	14,05	11,157	,592	,733
TRUST3	13,45	11,897	,580	,740
TRUST4	14,42	10,753	,649	,713
TRUST5	14,66	11,683	,382	,813

Reliability Statistics

Cronbach's Alpha	N of Items
,781	10

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
BELON1	30,92	38,172	,437	,764
BELON2	29,95	41,679	,297	,780
BELON3	30,94	39,707	,395	,769
BELON4	29,22	43,138	,322	,776
BELON5	29,82	39,011	,588	,748
BELON6	30,29	37,695	,479	,758
BELON7	31,03	39,515	,341	,778
BELON8	30,67	38,382	,517	,754
BELON9	30,83	38,438	,479	,758
BELON10	30,59	35,349	,669	,731

Mean Ranks. Appendix F

T-Test

[DataSet2] P:\Desktop\BYLT AGGREGATED.sav

Group Statistics

	COUNTRY	N	Mean	Std. Deviation	Std. Error Mean
ALTR	1	271	3,8745	,77724	,04721
	2	151	3,9735	,72408	,05892
TRUST	1	271	3,6317	,76052	,04620
	2	151	3,3444	,88939	,07238
BELONG	1	271	3,4609	,67879	,04123
	2	151	3,2371	,67908	,05526
EFFICACY	1	271	3,5584	,83873	,05095
	2	151	3,5099	,88762	,07223
MONET	1	271	3,4330	,86514	,05255
	2	151	3,6380	,90508	,07365
RECOGN	1	271	4,1705	,75954	,04614
	2	151	3,8940	,73749	,06002
CONVEN	1	271	4,5987	,60986	,03705
	2	151	4,6192	,58083	,04727

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
ALTR	Equal variances assumed	1,360	,244	-1,285	420	,200	-,09897	,07705	-,25041	,05247
	Equal variances not assumed			-1,311	329,077	,191	-,09897	,07551	-,24751	,04957
TRUST	Equal variances assumed	7,632	,006	3,498	420	,001	,28736	,08215	,12590	,44883
	Equal variances not assumed			3,347	272,039	,001	,28736	,08587	,11832	,45641
BELONG	Equal variances assumed	,089	,766	3,246	420	,001	,22380	,06894	,08828	,35931
	Equal variances not assumed			3,246	310,111	,001	,22380	,06895	,08813	,35947
EFFICACY	Equal variances assumed	,152	,697	,558	420	,577	,04849	,08698	-,12248	,21946
	Equal variances not assumed			,549	295,716	,584	,04849	,08839	-,12547	,22245
MONET	Equal variances assumed	,072	,789	-2,295	420	,022	-,20500	,08933	-,38059	-,02942
	Equal variances not assumed			-2,266	298,612	,024	-,20500	,09048	-,38307	-,02694
RECOGN	Equal variances assumed	,929	,336	3,621	420	,000	,27644	,07634	,12638	,42650
	Equal variances not assumed			3,652	317,990	,000	,27644	,07570	,12750	,42538
CONVEN	Equal variances assumed	,135	,713	-,337	420	,737	-,02050	,06090	-,14019	,09920
	Equal variances not assumed			-,341	323,147	,733	-,02050	,06006	-,13865	,09765

Hypotheses testing. Appendix G

Data for Hypotheses H1, H2

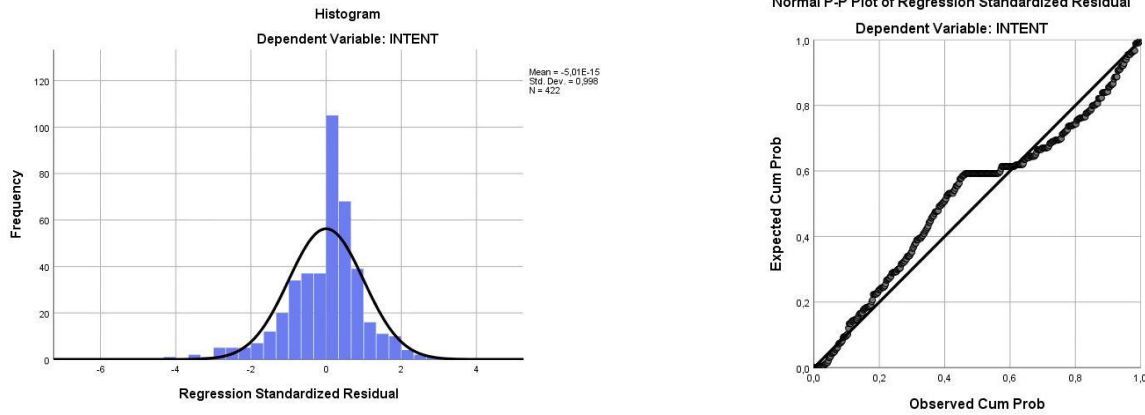


Figure 1. H1,H2: Histogram and Normal P-P Plot.

Casewise Diagnostics^a

Case Number	Std. Residual	INTENT	Predicted Value	Residual
54	-3,374	1,00	3,1811	-2,18106
70	-3,014	2,00	3,9486	-1,94861
148	-3,434	2,00	4,2202	-2,22017
329	-4,145	1,00	3,6799	-2,67987

a. Dependent Variable: INTENT

Figure 2. H1,H2: Casewise Diagnostics.

Correlations

		INTENT	USEFUL	ENJOY
Pearson Correlation	INTENT	1,000	,672	,481
	USEFUL	,672	1,000	,504
	ENJOY	,481	,504	1,000
Sig. (1-tailed)	INTENT	.	,000	,000
	USEFUL	,000	.	,000
	ENJOY	,000	,000	.
N	INTENT	418	418	418
	USEFUL	418	418	418
	ENJOY	418	418	418

Figure 3. H1,H2: Correlations between 'Intention', 'Perceived usefulness', and 'Enjoyment'.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,692 ^a	,479	,476	,60957	1,815

a. Predictors: (Constant), ENJOY, USEFUL

b. Dependent Variable: INTENT

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	141,617	2	70,809	190,563	,000 ^b
	Residual	154,204	415	,372		
	Total	295,821	417			

a. Dependent Variable: INTENT

b. Predictors: (Constant), ENJOY, USEFUL

Figure 4. *H1,H2: Coefficient of determination and the result of Durbin-Watson test, Analyze of variance (ANOVA).*

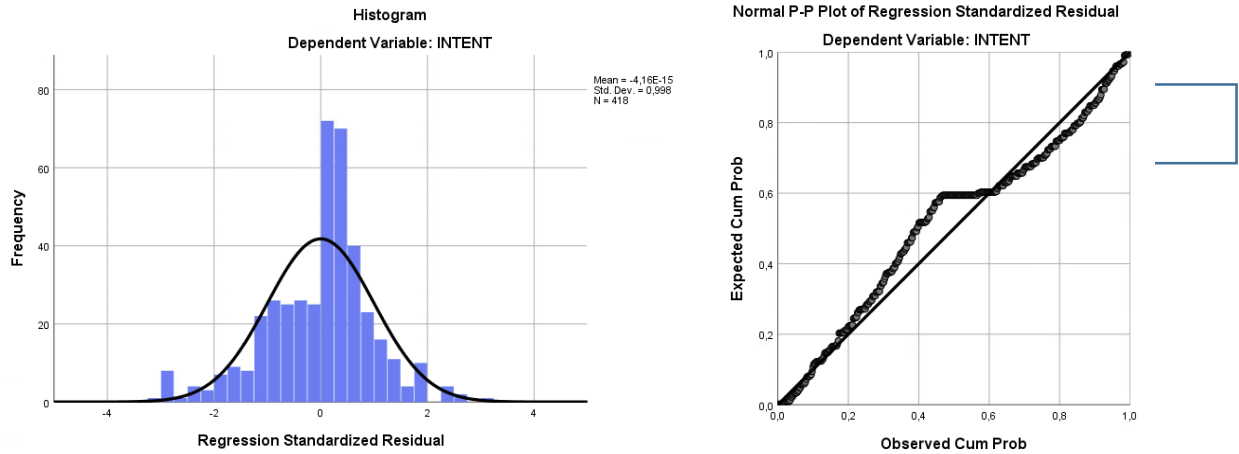


Figure 5. *H1,H2:Histogram and P-P Plot of the model after excluding the influential cases.*

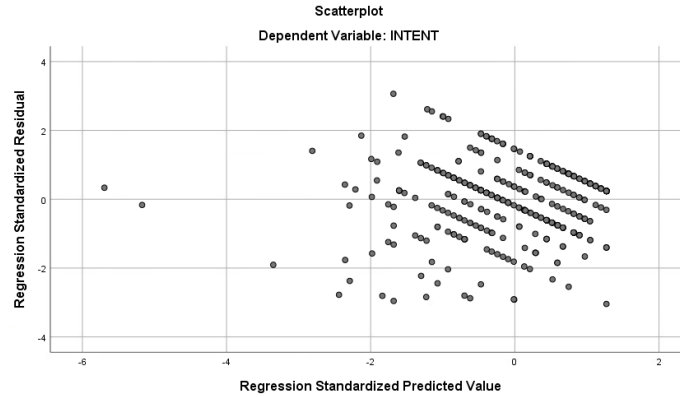


Figure 6. H1,H2:Scatterplot of the model.

Data for Hypotheses H3, H4, H5

Casewise Diagnostics^a

Case Number	Std. Residual	USEFUL	Predicted Value	Residual
168	-3,781	2,67	4,3806	-1,71393
261	-5,321	1,00	3,4118	-2,41178
315	-3,217	1,00	2,4581	-1,45811

a. Dependent Variable: USEFUL

Figure 1. H3, H4, H5: Influential cases.

Correlations

		USEFUL	MONET	CONVEN	RECOGN
Pearson Correlation	USEFUL	1,000	,309	,550	,469
	MONET	,309	1,000	,238	,228
	CONVEN	,550	,238	1,000	,268
	RECOGN	,469	,228	,268	1,000
Sig. (1-tailed)	USEFUL	.	,000	,000	,000
	MONET	,000	.	,000	,000
	CONVEN	,000	,000	.	,000
	RECOGN	,000	,000	,000	.
N	USEFUL	415	415	415	415
	MONET	415	415	415	415
	CONVEN	415	415	415	415
	RECOGN	415	415	415	415

Figure 2. H3, H4, H5: Correlations between 'Perceived usefulness' and its possible predictors.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,656 ^a	,430	,426	,42308	1,757

a. Predictors: (Constant), RECOGN, MONET, CONVEN
b. Dependent Variable: USEFUL

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	55,474	3	18,491	103,304	,000 ^b
	Residual	73,568	411	,179		
	Total	129,042	414			

a. Dependent Variable: USEFUL
b. Predictors: (Constant), RECOGN, MONET, CONVEN

Figure 3. H3, H4, H5: Coefficient of determination and the result of Durbin-Watson test, analyze of variance (ANOVA).

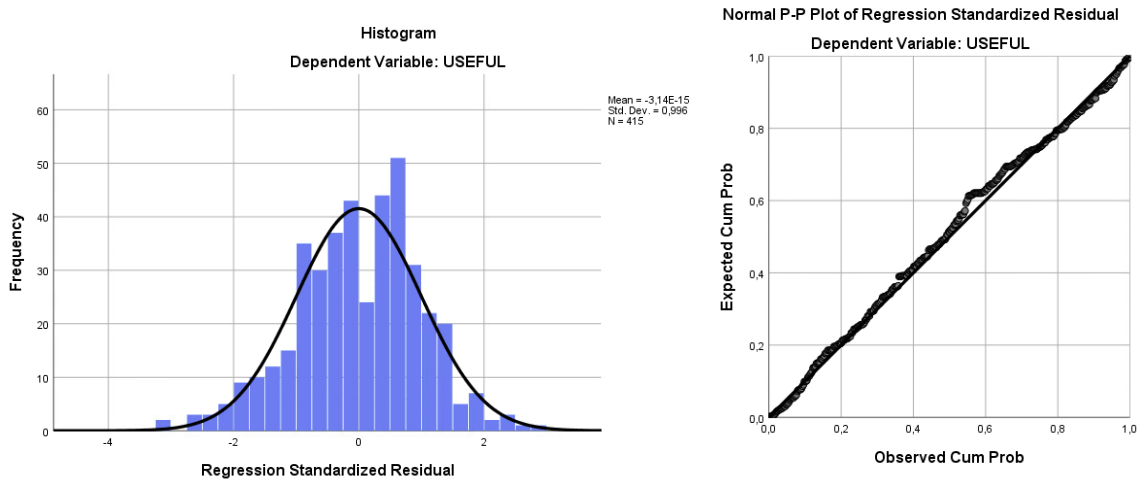


Figure 4. H3, H4, H5: Histogram and P-P Plot of the model.

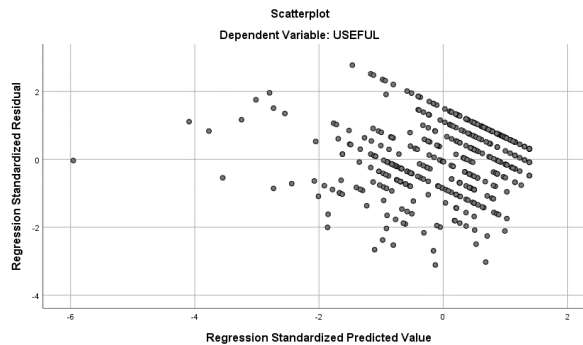


Figure 5. H3, H4, H5: Scatterplot of the model.

Data for Hypotheses H6, H7, H8, H9

Correlations

		ENJOY	ALTR	TRUST	BELONG	EFFICACY
Pearson Correlation	ENJOY	1,000	,222	,271	,144	,249
	ALTR	,222	1,000	,269	,187	,082
	TRUST	,271	,269	1,000	,224	,164
	BELONG	,144	,187	,224	1,000	,095
	EFFICACY	,249	,082	,164	,095	1,000
Sig. (1-tailed)	ENJOY	.	,000	,000	,002	,000
	ALTR	,000	.	,000	,000	,048
	TRUST	,000	,000	.	,000	,000
	BELONG	,002	,000	,000	.	,026
	EFFICACY	,000	,048	,000	,026	.
N	ENJOY	415	415	415	415	415
	ALTR	415	415	415	415	415
	TRUST	415	415	415	415	415
	BELONG	415	415	415	415	415
	EFFICACY	415	415	415	415	415

Figure 1. H6, H7, H8, H9: Correlations between 'Enjoyment', 'Altruism', 'Propensity to trust', 'Need to belong', and 'Self-efficacy'.

Casewise Diagnostics^a

Case Number	Std. Residual	ENJOY	Predicted Value	Residual
103	-3,560	1,40	3,7969	-2,39687
109	-3,189	2,00	4,1473	-2,14732
173	-3,812	1,40	3,9663	-2,56634
357	-3,940	1,40	4,0526	-2,65263

a. Dependent Variable: ENJOY

Figure 2. H6, H7, H8, H9: Casewise Diagnostics

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2,203	,241		9,136	,000		
	ALTR	,161	,043	,178	3,701	,000	,906	1,103
	TRUST	,163	,040	,197	4,041	,000	,878	1,139
	BELONG	,016	,048	,016	,341	,734	,927	1,079
	EFFICACY	,163	,038	,202	4,340	,000	,966	1,035

a. Dependent Variable: ENJOY

Figure 3. H6, H7, H8, H9: Coefficients.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,391 ^a	,153	,147	,63091	2,080

a. Predictors: (Constant), EFFICACY, ALTR, TRUST

b. Dependent Variable: ENJOY

Figure 4. H6, H7, H9: Coefficient of determination and Durbin-Watson test.

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	29,242	3	9,747	24,488	,000 ^b
	Residual	162,004	407	,398		
	Total	191,246	410			

a. Dependent Variable: ENJOY

b. Predictors: (Constant), EFFICACY, ALTR, TRUST

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2,239	,216		10,361	,000		
	ALTR	,163	,043	,180	3,793	,000	,925	1,081
	TRUST	,165	,040	,200	4,164	,000	,904	1,106
	EFFICACY	,164	,037	,203	4,371	,000	,969	1,032

a. Dependent Variable: ENJOY

Figure 5. H6, H7, H9: Analyze of variance (ANOVA) and Coefficients after excluding influential cases.

Testing of mediating effect between extrinsic motivations and 'Intention to participate'

```

*****
Model : 4
Y : INTENT
X : MONET
M : USEFUL

Sample
Size: 411

*****
OUTCOME VARIABLE:
USEFUL

Model Summary
      R      R-sq      MSE      F      df1      df2      p
,3035  ,0921  ,2775  41,4896  1,0000  409,0000  ,0000

Model
      coeff      se      t      p      LLCI      ULCI
constant  3,6948  ,1081  34,1640  ,0000  3,4822  3,9074
MONET     ,1918  ,0298   6,4412  ,0000  ,1333  ,2503

OUTCOME VARIABLE:
INTENT

Model Summary
      R      R-sq      MSE      F      df1      df2      p
,6542  ,4280  ,3738  152,6558  2,0000  408,0000  ,0000

Model
      coeff      se      t      p      LLCI      ULCI
constant  -,1340  ,2464  -,5439  ,5868  -,6185  ,3504
MONET     ,1385  ,0363   3,8177  ,0002  ,0672  ,2098
USEFUL    ,8660  ,0574  15,0883  ,0000  ,7532  ,9788

***** TOTAL EFFECT MODEL *****
OUTCOME VARIABLE:
INTENT

Model Summary
      R      R-sq      MSE      F      df1      df2      p
,3299  ,1089  ,5810  49,9656  1,0000  409,0000  ,0000

Model
      coeff      se      t      p      LLCI      ULCI
constant  3,0657  ,1565  19,5890  ,0000  2,7580  3,3733
MONET     ,3046  ,0431   7,0686  ,0000  ,2199  ,3893

***** TOTAL, DIRECT, AND INDIRECT EFFECTS OF X ON Y *****

Total effect of X on Y
      Effect      se      t      p      LLCI      ULCI      c'_ps      c'_cs
,3046  ,0431  7,0686  ,0000  ,2199  ,3893  ,3777  ,3299

Direct effect of X on Y
      Effect      se      t      p      LLCI      ULCI      c'_ps      c'_cs
,1385  ,0363   3,8177  ,0002  ,0672  ,2098  ,1717  ,1500

Indirect effect(s) of X on Y:
      Effect      BootSE      BootLLCI      BootULCI
USEFUL  ,1661  ,0333  ,1049  ,2353

Partially standardized indirect effect(s) of X on Y:
      Effect      BootSE      BootLLCI      BootULCI
USEFUL  ,2060  ,0368  ,1359  ,2799

Completely standardized indirect effect(s) of X on Y:
      Effect      BootSE      BootLLCI      BootULCI
USEFUL  ,1799  ,0318  ,1187  ,2419
    
```

Model : 4
 Y : INTENT
 X : CONVEN
 M : USEFUL

Sample
 Size: 411

OUTCOME VARIABLE:
 USEFUL

Model Summary

R	R-sq	MSE	F	df1	df2	p
,5624	,3163	,2089	189,2247	1,0000	409,0000	,0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	1,8324	,1859	9,8561	,0000	1,4670	2,1979
CONVEN	,5496	,0400	13,7559	,0000	,4710	,6281

OUTCOME VARIABLE:
 INTENT

Model Summary

R	R-sq	MSE	F	df1	df2	p
,6632	,4398	,3661	160,1816	2,0000	408,0000	,0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	-,5885	,2738	-2,1496	,0322	-1,1267	-,0503
CONVEN	,3100	,0640	4,8468	,0000	,1843	,4357
USEFUL	,7541	,0655	11,5208	,0000	,6254	,8827

***** TOTAL EFFECT MODEL *****

OUTCOME VARIABLE:
 INTENT

Model Summary

R	R-sq	MSE	F	df1	df2	p
,5076	,2576	,4840	141,9242	1,0000	409,0000	,0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	,7933	,2830	2,8034	,0053	,2370	1,3495
CONVEN	,7244	,0608	11,9132	,0000	,6049	,8439

***** TOTAL, DIRECT, AND INDIRECT EFFECTS OF X ON Y *****

Total effect of X on Y

Effect	se	t	p	LLCI	ULCI	c_ps	c_cs
,7244	,0608	11,9132	,0000	,6049	,8439	,8982	,5076

Direct effect of X on Y

Effect	se	t	p	LLCI	ULCI	c'_ps	c'_cs
,3100	,0640	4,8468	,0000	,1843	,4357	,3844	,2172

Indirect effect(s) of X on Y:

Effect	BootSE	BootLLCI	BootULCI
,4144	,0534	,3154	,5261

Partially standardized indirect effect(s) of X on Y:

Effect	BootSE	BootLLCI	BootULCI
,5139	,0588	,4057	,6388

Completely standardized indirect effect(s) of X on Y:

Effect	BootSE	BootLLCI	BootULCI
,2904	,0338	,2248	,3571

Model : 4
 Y : INTENT
 X : RECOGN
 M : USEFUL

Sample
 Size: 411

 OUTCOME VARIABLE:
 USEFUL

Model Summary

	R	R-sq	MSE	F	df1	df2	p
	,4587	,2104	,2413	108,9701	1,0000	409,0000	,0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	2,9596	,1374	21,5467	,0000	2,6896	3,2297
RECOGN	,3446	,0330	10,4389	,0000	,2797	,4095

 OUTCOME VARIABLE:
 INTENT

Model Summary

	R	R-sq	MSE	F	df1	df2	p
	,6426	,4129	,3837	143,4983	2,0000	408,0000	,0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	-,0655	,2531	-,2587	,7960	-,5630	,4320
RECOGN	,0904	,0468	1,9299	,0543	-,0017	,1825
USEFUL	,8773	,0623	14,0707	,0000	,7547	,9999

***** TOTAL EFFECT MODEL *****
 OUTCOME VARIABLE:
 INTENT

Model Summary

	R	R-sq	MSE	F	df1	df2	p
	,3579	,1281	,5685	60,0780	1,0000	409,0000	,0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	2,5310	,2108	12,0052	,0000	2,1166	2,9455
RECOGN	,3927	,0507	7,7510	,0000	,2931	,4923

***** TOTAL, DIRECT, AND INDIRECT EFFECTS OF X ON Y *****

Total effect of X on Y

Effect	se	t	p	LLCI	ULCI	c_ps	c_cs
,3927	,0507	7,7510	,0000	,2931	,4923	,4869	,3579

Direct effect of X on Y

Effect	se	t	p	LLCI	ULCI	c'_ps	c'_cs
,0904	,0468	1,9299	,0543	-,0017	,1825	,1121	,0824

Indirect effect(s) of X on Y:

Effect	BootSE	BootLLCI	BootULCI
,3023	,0434	,2242	,3939

Partially standardized indirect effect(s) of X on Y:

Effect	BootSE	BootLLCI	BootULCI
,3748	,0464	,2911	,4704

Completely standardized indirect effect(s) of X on Y:

Effect	BootSE	BootLLCI	BootULCI
,2755	,0332	,2135	,3427

Testing of mediating effect between intrinsic motivations and 'Intention to participate'

```

Model : 4
Y : INTENT
X : ALTR
M : ENJOY

Sample
Size: 411

*****
OUTCOME VARIABLE:
ENJOY

Model Summary
      R      R-sq      MSE      F      df1      df2      p
,2512    ,0631    ,4381    27,5550    1,0000    409,0000    ,0000

Model
      coeff      se      t      p      LLCI      ULCI
constant    3,1515    ,1729    18,2273    ,0000    2,8117    3,4914
ALTR        ,2272    ,0433     5,2493    ,0000    ,1421    ,3123

*****
OUTCOME VARIABLE:
INTENT

Model Summary
      R      R-sq      MSE      F      df1      df2      p
,4700    ,2209    ,5092    57,8543    2,0000    408,0000    ,0000

Model
      coeff      se      t      p      LLCI      ULCI
constant    1,6419    ,2509     6,5429    ,0000    1,1486    2,1352
ALTR        ,1083    ,0482     2,2455    ,0253    ,0135    ,2031
ENJOY       ,5127    ,0533     9,6182    ,0000    ,4079    ,6175

***** TOTAL EFFECT MODEL *****
OUTCOME VARIABLE:
INTENT

Model Summary
      R      R-sq      MSE      F      df1      df2      p
,2105    ,0443    ,6231    18,9566    1,0000    409,0000    ,0000

Model
      coeff      se      t      p      LLCI      ULCI
constant    3,2578    ,2062    15,7986    ,0000    2,8525    3,6632
ALTR        ,2248    ,0516     4,3539    ,0000    ,1233    ,3263

***** TOTAL, DIRECT, AND INDIRECT EFFECTS OF X ON Y *****

Total effect of X on Y
      Effect      se      t      p      LLCI      ULCI      c_ps      c_cs
,2248    ,0516     4,3539    ,0000    ,1233    ,3263    ,2787    ,2105

Direct effect of X on Y
      Effect      se      t      p      LLCI      ULCI      c'_ps      c'_cs
,1083    ,0482     2,2455    ,0253    ,0135    ,2031    ,1343    ,1014

Indirect effect(s) of X on Y:
      Effect      BootSE      BootLLCI      BootULCI
ENJOY    ,1165    ,0260    ,0702    ,1725

Partially standardized indirect effect(s) of X on Y:
      Effect      BootSE      BootLLCI      BootULCI
ENJOY    ,1445    ,0308    ,0879    ,2096

Completely standardized indirect effect(s) of X on Y:
      Effect      BootSE      BootLLCI      BootULCI
ENJOY    ,1091    ,0229    ,0666    ,1568
    
```

Model : 4
 Y : INTENT
 X : TRUST
 M : ENJOY

Sample
 Size: 411

 OUTCOME VARIABLE:
 ENJOY

Model Summary

	R	R-sq	MSE	F	df1	df2	p
	,2833	,0803	,4301	35,6881	1,0000	409,0000	,0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	3,2151	,1423	22,5978	,0000	2,9354	3,4948
TRUST	,2342	,0392	5,9740	,0000	,1571	,3112

 OUTCOME VARIABLE:
 INTENT

Model Summary

	R	R-sq	MSE	F	df1	df2	p
	,4598	,2114	,5154	54,7014	2,0000	408,0000	,0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	1,9197	,2336	8,2197	,0000	1,4606	2,3789
TRUST	,0117	,0447	,2626	,7930	-,0762	,0997
ENJOY	,5388	,0541	9,9535	,0000	,4324	,6452

***** TOTAL EFFECT MODEL *****

OUTCOME VARIABLE:
 INTENT

Model Summary

	R	R-sq	MSE	F	df1	df2	p
	,1413	,0200	,6390	8,3320	1,0000	409,0000	,0041

Model

	coeff	se	t	p	LLCI	ULCI
constant	3,6520	,1734	21,0584	,0000	3,3111	3,9929
TRUST	,1379	,0478	2,8865	,0041	,0440	,2318

***** TOTAL, DIRECT, AND INDIRECT EFFECTS OF X ON Y *****

Total effect of X on Y

	Effect	se	t	p	LLCI	ULCI	c_ps	c_cs
	,1379	,0478	2,8865	,0041	,0440	,2318	,1710	,1413

Direct effect of X on Y

	Effect	se	t	p	LLCI	ULCI	c'_ps	c'_cs
	,0117	,0447	,2626	,7930	-,0762	,0997	,0146	,0120

Indirect effect(s) of X on Y:

	Effect	BootSE	BootLLCI	BootULCI
ENJOY	,1262	,0247	,0817	,1785

Partially standardized indirect effect(s) of X on Y:

	Effect	BootSE	BootLLCI	BootULCI
ENJOY	,1564	,0294	,1033	,2189

Completely standardized indirect effect(s) of X on Y:

	Effect	BootSE	BootLLCI	BootULCI
ENJOY	,1293	,0239	,0851	,1785

Model : 4
 Y : INTENT
 X : EFFICACY
 M : ENJOY

Sample
 Size: 411

 OUTCOME VARIABLE:
 ENJOY

Model Summary

	R	R-sq	MSE	F	df1	df2	p
	,2523	,0637	,4378	27,8102	1,0000	409,0000	,0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	3,3183	,1412	23,4999	,0000	3,0407	3,5959
EFFICACY	,2038	,0386	5,2735	,0000	,1278	,2797

 OUTCOME VARIABLE:
 INTENT

Model Summary

	R	R-sq	MSE	F	df1	df2	p
	,4862	,2364	,4991	63,1404	2,0000	408,0000	,0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	1,5875	,2311	6,8683	,0000	1,1331	2,0418
EFFICACY	,1560	,0426	3,6579	,0003	,0721	,2398
ENJOY	,4941	,0528	9,3587	,0000	,3903	,5979

***** TOTAL EFFECT MODEL *****

OUTCOME VARIABLE:
 INTENT

Model Summary

	R	R-sq	MSE	F	df1	df2	p
	,2691	,0724	,6048	31,9353	1,0000	409,0000	,0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	3,2270	,1660	19,4447	,0000	2,9008	3,5533
EFFICACY	,2566	,0454	5,6511	,0000	,1674	,3459

***** TOTAL, DIRECT, AND INDIRECT EFFECTS OF X ON Y *****

Total effect of X on Y

Effect	se	t	p	LLCI	ULCI	c_ps	c_cs
,2566	,0454	5,6511	,0000	,1674	,3459	,3182	,2691

Direct effect of X on Y

Effect	se	t	p	LLCI	ULCI	c'_ps	c'_cs
,1560	,0426	3,6579	,0003	,0721	,2398	,1934	,1635

Indirect effect(s) of X on Y:

Effect	BootSE	BootLLCI	BootULCI
ENJOY	,1007	,0214	,0616

Partially standardized indirect effect(s) of X on Y:

Effect	BootSE	BootLLCI	BootULCI
ENJOY	,1248	,0250	,0788

Completely standardized indirect effect(s) of X on Y:

Effect	BootSE	BootLLCI	BootULCI
ENJOY	,1056	,0214	,0654

Comparison between the countries. Appendix H

Data for Hypothesis H12

Group Statistics					
	COUNTRY	N	Mean	Std. Deviation	Std. Error Mean
USEFUL	1	263	4,3517	,54464	,03358
	2	148	4,4054	,56550	,04648

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
USEFUL	Equal variances assumed	1,433	,232	-.946	409	,345	-.05369	,05675	-.16524	,05785
	Equal variances not assumed			-.936	295,362	,350	-.05369	,05735	-.16655	,05916

Figure 1. H10: t-test for two independent samples.

Data for Hypothesis H13

```

*****
Model : 1
  Y : INTENT
  X : USEFUL
  W : COUNTRY

Sample
Size: 411

*****
OUTCOME VARIABLE:
  INTENT

Model Summary
      R      R-sq      MSE      F      df1      df2      p
,6451  ,4162  ,3825  96,7021  3,0000  407,0000  ,0000

Model
      coeff      se      t      p      LLCI      ULCI
constant  4,1419  ,0305  135,6178  ,0000  4,0819  4,2019
USEFUL    ,9312  ,0554  16,8038  ,0000  ,8222  1,0401
COUNTRY   ,1150  ,0636  1,8074  ,0714  -,0101  ,2401
Int_1     -,1932  ,1143  -1,6908  ,0916  -,4179  ,0314
    
```

```

Product terms key:
Int_1 : USEFUL x COUNTRY

Test(s) of highest order unconditional interaction(s):
R2-chng F df1 df2 p
X*W ,0041 2,8587 1,0000 407,0000 ,0916
-----
Focal predict: USEFUL (X)
Mod var: COUNTRY (W)

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

COUNTRY Effect se t p LLCI ULCI
-,3601 1,0007 ,0702 14,2641 ,0000 ,8628 1,1387
,6399 ,8075 ,0902 8,9518 ,0000 ,6302 ,9849

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/
USEFUL COUNTRY INTENT .
BEGIN DATA.
-,5377 -,3601 3,5624
,1290 -,3601 4,2295
,6290 -,3601 4,7299
-,5377 ,6399 3,7813
,1290 ,6399 4,3196
,6290 ,6399 4,7234
END DATA.
GRAPH/SCATTERPLOT=
USEFUL WITH INTENT BY COUNTRY .

***** 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:
COUNTRY USEFUL

----- END MATRIX -----
    
```

Data for Hypothesis H14

T-Test

Group Statistics

	COUNTRY	N	Mean	Std. Deviation	Std. Error Mean
ENJOY	1	263	4,0943	,66073	,04074
	2	148	3,9514	,71395	,05869

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
ENJOY	Equal variances assumed	1,715	,191	2,045	409	,042	,14295	,06991	,00552	,28037
	Equal variances not assumed			2,001	285,622	,046	,14295	,07144	,00232	,28357

Figure 1. H12: t-test for two independent samples.

Data for Hypothesis H15

➔ **Matrix**

```

Run MATRIX procedure:

***** PROCESS Procedure for SPSS Version 3.5.2 *****

      Written by Andrew F. Hayes, Ph.D.      www.afhayes.com
      Documentation available in Hayes (2018). www.guilford.com/p/hayes3

*****

Model   : 1
Y       : INTENT
X       : ENJOY
W       : COUNTRY

Sample
Size:   411

*****
OUTCOME VARIABLE:
INTENT

Model Summary

      R          R-sq      MSE          F          df1          df2          p
      ,4845      ,2347      ,5014      41,6111      3,0000      407,0000      ,0000

Model

      coeff      se          t          p          LLCI          ULCI
constant  4,1353    ,0351    117,8144    ,0000    4,0663    4,2043
ENJOY     ,5645     ,0516    10,9403    ,0000    ,4631    ,6660
COUNTRY   ,2377     ,0732     3,2461    ,0013    ,0937    ,3816
Int_1    -,1282     ,1052    -1,2186    ,2237    -,3351    ,0786

Product terms key:
Int_1      :      ENJOY      x      COUNTRY

Test(s) of highest order unconditional interaction(s):

      R2-chng      F          df1          df2          p
X*W      ,0028      1,4851      1,0000      407,0000      ,2237
-----
      Focal predict: ENJOY      (X)
      Mod var: COUNTRY      (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/
ENJOY      COUNTRY      INTENT      .
BEGIN DATA.
      -,6428      -,3601      3,6571
      -,0428      -,3601      4,0235
      ,9572      -,3601      4,6342
      -,6428      ,6399      3,9772
      -,0428      ,6399      4,2667
      ,9572      ,6399      4,7492
END DATA.
GRAPH/SCATTERPLOT=
ENJOY      WITH      INTENT      BY      COUNTRY      .

***** 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:
      COUNTRY      ENJOY

----- END MATRIX -----

```

Post hoc analysis. Appendix I

Correlations between variables

Correlations

		EFFICACY	RECOGN
EFFICACY	Pearson Correlation	1	,249**
	Sig. (2-tailed)		,000
	N	411	411
RECOGN	Pearson Correlation	,249**	1
	Sig. (2-tailed)	,000	
	N	411	411

** . Correlation is significant at the 0.01 level (2-tailed).

Correlations

		EFFICACY	N_CHILD
Spearman's rho	EFFICACY	Correlation Coefficient	1,000
		Sig. (2-tailed)	,023
		N	411
N_CHILD	EFFICACY	Correlation Coefficient	-,112*
		Sig. (2-tailed)	,023
		N	411

*. Correlation is significant at the 0.05 level (2-tailed).

**ANOVA analysis of relationships between
'Monetary rewards' and 'Self-efficacy' and number of children**

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
EFFICACY	1,00	223	3,6383	,80208	,05371	3,5324	3,7441	1,00	5,00
	2,00	147	3,5079	,84520	,06971	3,3702	3,6457	1,00	5,00
	3,00	41	3,2764	1,01353	,15829	2,9565	3,5963	1,00	5,00
	Total	411	3,5556	,84573	,04172	3,4735	3,6376	1,00	5,00
MONET	1,00	223	3,6293	,82388	,05517	3,5206	3,7380	1,00	5,00
	2,00	147	3,3628	,93464	,07709	3,2105	3,5152	1,00	5,00
	3,00	41	3,5447	,84247	,13157	3,2788	3,8106	1,00	5,00
	Total	411	3,5255	,87363	,04309	3,4408	3,6103	1,00	5,00

Test of Homogeneity of Variances

		Levene Statistic	df1	df2	Sig.
EFFICACY	Based on Mean	2,136	2	408	,119
	Based on Median	1,572	2	408	,209
	Based on Median and with adjusted df	1,572	2	401,304	,209
	Based on trimmed mean	1,957	2	408	,143
MONET	Based on Mean	1,168	2	408	,312
	Based on Median	1,334	2	408	,264
	Based on Median and with adjusted df	1,334	2	402,489	,264
	Based on trimmed mean	1,455	2	408	,235

ANOVA

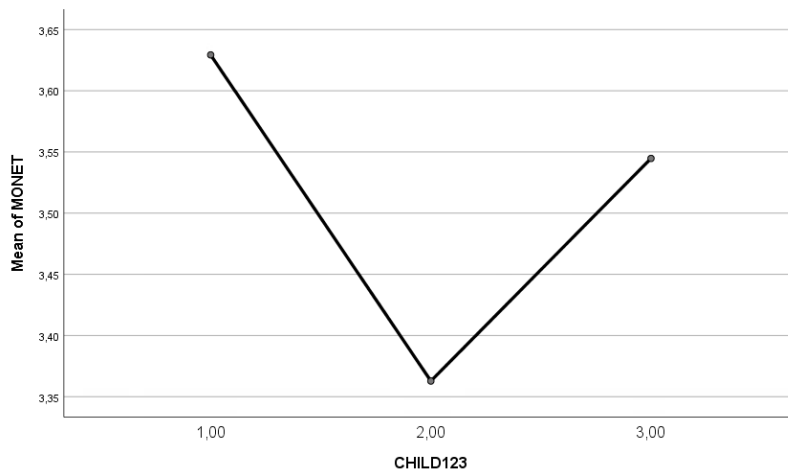
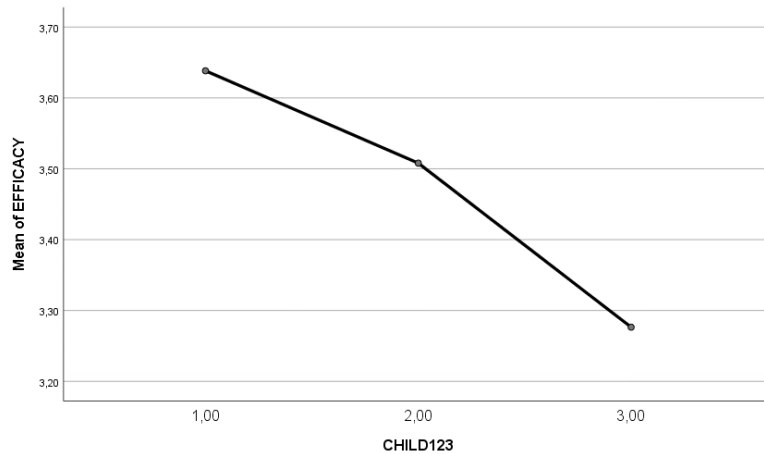
		Sum of Squares	df	Mean Square	F	Sig.
EFFICACY	Between Groups	5,053	2	2,527	3,577	,029
	Within Groups	288,206	408	,706		
	Total	293,259	410			
MONET	Between Groups	6,308	2	3,154	4,197	,016
	Within Groups	306,618	408	,752		
	Total	312,926	410			

Multiple Comparisons

Bonferroni

Dependent Variable	(I) CHILD123	(J) CHILD123	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
EFFICACY	1,00	2,00	,13033	,08929	,436	-,0843	,3450
		3,00	,36184*	,14282	,035	,0185	,7052
	2,00	1,00	-,13033	,08929	,436	-,3450	,0843
		3,00	,23151	,14844	,359	-,1253	,5883
	3,00	1,00	-,36184*	,14282	,035	-,7052	-,0185
		2,00	-,23151	,14844	,359	-,5883	,1253
MONET	1,00	2,00	,26649*	,09210	,012	,0451	,4879
		3,00	,08458	,14731	1,000	-,2695	,4387
	2,00	1,00	-,26649*	,09210	,012	-,4879	-,0451
		3,00	-,18190	,15311	,706	-,5500	,1862
	3,00	1,00	-,08458	,14731	1,000	-,4387	,2695
		2,00	,18190	,15311	,706	-,1862	,5500

*. The mean difference is significant at the 0.05 level.



T-test for independent samples. Comparison of motivation of Belarusian and Lithuanian mothers, raising a single child

Group Statistics

	COUNTRY	N	Mean	Std. Deviation	Std. Error Mean
TRUST	1	139	3,5712	,75740	,06424
	2	84	3,3262	,86081	,09392
MONET	1	139	3,5444	,85799	,07277
	2	84	3,7698	,74800	,08161
RECOGN	1	139	4,1986	,68925	,05846
	2	84	3,8714	,65612	,07159

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
TRUST	Equal variances assumed	3,139	,078	2,222	221	,027	,24503	,11026	,02774	,46232
	Equal variances not assumed			2,153	158,026	,033	,24503	,11379	,02029	,46978
MONET	Equal variances assumed	3,237	,073	-1,994	221	,047	-,22548	,11310	-,44838	-,00258
	Equal variances not assumed			-2,062	193,778	,041	-,22548	,10935	-,44114	-,00981
RECOGN	Equal variances assumed	1,201	,274	3,496	221	,001	,32713	,09356	,14275	,51152
	Equal variances not assumed			3,539	181,947	,001	,32713	,09243	,14477	,50950

ANOVA analysis of relationships between employment status and 'Need to belong'

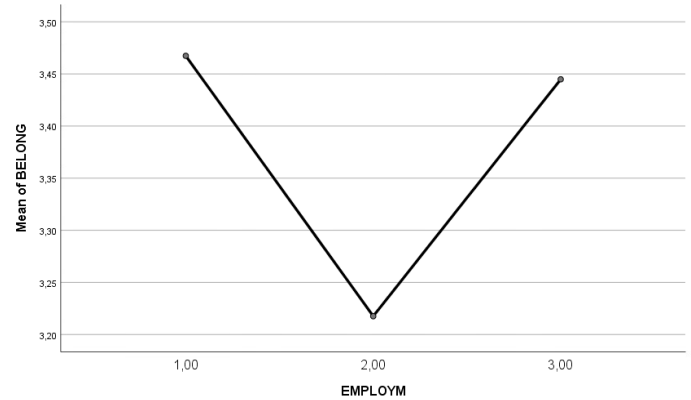
Descriptives

BELONG

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
1,00	245	3,4673	,68478	,04375	3,3812	3,5535	1,30	5,00
2,00	108	3,2176	,71104	,06842	3,0820	3,3532	1,30	4,90
3,00	58	3,4448	,51031	,06701	3,3106	3,5790	2,40	4,40
Total	411	3,3985	,67748	,03342	3,3328	3,4642	1,30	5,00

Test of Homogeneity of Variances

		Levene Statistic	df1	df2	Sig.
BELONG	Based on Mean	2,805	2	408	,062
	Based on Median	2,660	2	408	,071
	Based on Median and with adjusted df	2,660	2	391,506	,071
	Based on trimmed mean	2,748	2	408	,065



ANOVA

BELONG

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	4,820	2	2,410	5,363	,005
Within Groups	183,359	408	,449		
Total	188,179	410			

1- Full employed mothers;
2- Partily occupied mothers;
3 – Unemployed mothers.

Multiple Comparisons

Dependent Variable: BELONG

Bonferroni

(I) EMPLOYM	(J) EMPLOYM	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
1,00	2,00	,24975*	,07743	,004	,0636	,4359
	3,00	,02252	,09789	1,000	-,2128	,2578
2,00	1,00	-,24975*	,07743	,004	-,4359	-,0636
	3,00	-,22723	,10913	,114	-,4896	,0351
3,00	1,00	-,02252	,09789	1,000	-,2578	,2128
	2,00	,22723	,10913	,114	-,0351	,4896

*. The mean difference is significant at the 0.05 level.

**ANOVA analysis of Belarusian sample about
'Perceived Usefulness' for different age groups**

Descriptives

USEFUL

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
1,00	28	4,6071	,35199	,06652	4,4707	4,7436	4,00	5,00
2,00	130	4,3628	,51274	,04497	4,2738	4,4518	2,83	5,00
3,00	89	4,2828	,59851	,06344	4,1567	4,4088	2,17	5,00
4,00	16	4,1979	,64756	,16189	3,8529	4,5430	3,00	5,00
Total	263	4,3517	,54464	,03358	4,2856	4,4178	2,17	5,00

Test of Homogeneity of Variances

		Levene Statistic	df1	df2	Sig.
USEFUL	Based on Mean	3,534	3	259	,015
	Based on Median	2,948	3	259	,033
	Based on Median and with adjusted df	2,948	3	217,491	,034
	Based on trimmed mean	3,472	3	259	,017

1- 18-26 years old;
2- 27-32 years old;
3- 33-39 years old;
4- 40 50 years old.

ANOVA

USEFUL

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2,644	3	,881	3,041	,030
Within Groups	75,072	259	,290		
Total	77,717	262			

Multiple Comparisons

Dependent Variable: USEFUL

Games-Howell

(I) AGEGROUP	(J) AGEGROUP	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
1,00	2,00	,24432*	,08029	,018	,0316	,4571
	3,00	,32437*	,09192	,004	,0831	,5657
	4,00	,40923	,17502	,122	-,0803	,8987
2,00	1,00	-,24432*	,08029	,018	-,4571	-,0316
	3,00	,08005	,07776	,732	-,1217	,2818
	4,00	,16490	,16802	,762	-,3116	,6414
3,00	1,00	-,32437*	,09192	,004	-,5657	-,0831
	2,00	-,08005	,07776	,732	-,2818	,1217
	4,00	,08485	,17388	,961	-,4021	,5718
4,00	1,00	-,40923	,17502	,122	-,8987	,0803
	2,00	-,16490	,16802	,762	-,6414	,3116
	3,00	-,08485	,17388	,961	-,5718	,4021

*. The mean difference is significant at the 0.05 level.

