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36 Motivational Factors of Collaborative Consumption in The Era of Sharing Economy

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Abstract: The aim of this study was to analyze the motivational factors of collaborative consumption in the era of the sharing economy, as a part of consumers' behavior by online media platforms. Collaborative consumption is about people's willingness to share and to collaborate to meet certain needs. The study used the qualitative method with interviews for the data's collection. The context of the study was using consumers who had experience of using Airbnb, Go-Jek, and selling their product via online media. Twenty-four respondents were obtained for the interviews. The length of each interview was approximately 1.5 hours. The analysis of this shifting consumption across its different facets provided an analysis of the motivational aspect of sharing resources, and the change in consumer consumption patterns. The motivational research examined the underlying reasons for consumers to act, and to undertake collaborative consumption; home sharing and selling second-hand goods were analyzed from the perspectives of their economic aspects, utility reasons, social orientation, emotional aspects, ecological aspects and personal values.

Keywords: collaborative consumption; motivational factors

JEL classification: M0, M310

Introduction

The pattern of consumer behavior has shifted, in terms of buying and the consumption of products offered to consumers as the end user. The existing companies can have a collaborative network to provide products or services to consumers. At the same time, companies also provide services to consumers, where consumers can have peer-to-peer sharing (Mayasari et al. 2017). According to Matzler et al. (2015), consumers have traditionally considered ownership as the most desirable way to have access to products. Recently, the number of consumers that are willing to pay for temporarily access, or to share products and services, rather than to buy or own them, is increasing. Belk (2007) asserted that “...sharing is the act or process of distribution of what is ours for others to use, and/or the act or process of receiving/taking something that belongs to others for our own use.” Belk (2014) also mentioned that this is a kind of market model that enables individuals to coordinate the acquisition and distribution of a resource for a fee or other compensation, where the interaction is at least partially supported or mediated by technology.

Rosenberg (2013) emphasized the sharing economy as access rather than ownership, and a mentality of live light, less waste, and protection of the environment. The Internet has made it easier for consumers to share, and to access convenient patterns of consumption (Matzler et al. 2015). Sharing can be a way of enabling the pooling of resources, products or services (Bardhi and Eckhardt 2012). Puschmann and Alt (2016) have discussed that a sharing economy also addresses the business-to-business domains and business-to-consumers.

The implications of a sharing economy, especially for collaborative consumption, are definitely clear. Botsman and Rogers (2010) mentioned that collaborative consumption is related to sharing, cooperatives, collectives, and communes. Collaborative consumption models, by definition, focus on minimizing the idleness or excess capacity of goods by optimizing access to information concerning the locus of excess, and to information concerning the parties interested in them (Bauwens et al. 2012).

This study has addressed the issue related to the change in consumption patterns and the motivation for collaborative consumption. The shift in consumption toward more collaborative methods has shown the change in consumers' consumption patterns. Rodrigues and Druschel (2010) argued that the culture of sharing extends from physical goods to online information products. Garcia (2013) asserted that the accumulation of property may be less enticing to consumers seeking alternatives to ownership. Garcia (2013) also added that owning big things like personal vehicles can also be a burden, due to the numerous inherent costs, including maintenance. Collaborative consumption is a more conscious approach, with an environmental mindset. This mindset also happens in the case of Indonesian people, especially when they stay in a big city, such as Jakarta. Collaborative consumption has become the trend in Jakarta. Liem (2015) mentioned that since 2013, Indonesia has shown the growth of start-up businesses Go-Jek and Uber, as platforms for motorbike ridesharing in Indonesia. They are followed by the sharing platform from Airbnb. The collaborative economy is predicted to grow rapidly.

Related to the concept of consumer decision making, the concepts of collaborative consumption and general consumption address the similarities and differences, based on the philosophy and the application. Table 1 explains the similarities and differences between general consumption and collaborative consumption. Both forms of consumption share similarities. Both

forms will fulfill the needs of the consumers. They are also driven by internal and external factors of decision making. The internal factor is about the psychological aspects, including perception, motivation, attitude, learning, memory, personal values, and personality, whereas the external factor can involve the reference group, sub-culture, culture and marketing strategy.

Table 1. The Differences in Collaborative Consumption and General Consumption

No	The Behavior	The Similarity	The Difference	
			Philosophy	Application
1.	General Consumption- Common Consumer Behavior	<ul style="list-style-type: none"> - It fulfills needs and preferences. - There are internal and external factors as the driving factors of consumption 	<ul style="list-style-type: none"> - The ownership of possessions. - The possessions show the person's identity. 	<ul style="list-style-type: none"> - The accumulation of possession. - Brand is a priority
2.	Collaborative Consumption		<ul style="list-style-type: none"> - Involving more than an individual allocation of resources as an expression of personal inclination. - Consumer behavior is the effort by people engaging in joint activities with others. - The consumption has a communal orientation. - It has no ownership and no self-identity. - Brand is not a priority 	<ul style="list-style-type: none"> - Collaborative consumption is related to sharing, cooperatives, collectives, and communes (Botsman and Roger 2010). - Equipment – sharing schemes. - Redistribution market through online methods. - Exchanging assets and resources.

Felson and Spaeth (1978) discussed that collaborative consumption is defined as consumption involving more than the personal allocation of resources as an expression of personal inclinations. People are consuming things that do not really exist. They do not buy but they are sharing them, trading them or renting them. People are easily connected to others because of the inflection point in technology. Consumer behavior reflects not only such individual expressions but also the efforts of people to engage in joint activities with other people. The sharing activity will create feelings of the loss of possession and no physical attachment to the product. Belk (2007) asserted such consumption will relate to the condition that there is no feeling of possession and attachment, and there is no ownership of the products. Related to general consumption, the ownership of products or other services is fulfilled by an individual's own activities. While in specific cultural situations, the ownership is considered important because it can signal the self-identity and self-achievement (Fitzmaurice and Comegys 2006; Ahuvia and Wong 2002).

Related to collaborative consumption, brand prominence becomes less important, as shown in Table 1. People participating in collaborative consumption do not see the brand's importance because the use of a particular brand is not aimed at signaling any status. This is different from general consumption, especially when engaging in conspicuous consumption; people consider it as a means to display status markers. In ordinary consumption, Botsman and Rogers (2010) emphasized that people consume their way of life. Botsman and Rogers (2010) proposed that performing collaborative consumption

tends to sacrifice people's lifestyle. People have to avoid fulfilling their immediate self-gratification.

Previous research has shown the factors involved in choosing an online platform. They are the choice of Airbnb for its interaction, home benefits, novelty, sharing economy and local authenticity (Guttentag 2016); sustainability, enjoyment of the activity as well as economic gain (Hamari et al. 2015); economic reasons, rational reasons, social reasons, ideological reasons (Schiel 2015); economic aspects, utility, social connections, emotional aspects, and ecological values; and finally sustainability (Binninger et al. 2015).

Based on the research of Schor and Fitzmaurice (2015), there are five major motivations for participating in the sharing economy. *First* is the economical aspect: it delivers more value to consumers and creates new income opportunities for producers. *Second*, is its benefit: collaborative consumption is driven by necessity rather than indulgence. *Third* is increasing peoples' social connections and social networks: People around the world are easily connected to consumption. People enjoy using the Internet because it can fulfill their desires easily. *Fourth* is the emotional aspect: collaborative consumption is driven by enjoyment, trying something different from a person's routine activities. *Fifth* is the ecological aspect: it sustains ecological values, including carbon and eco-footprints; an example is re-circulating goods rather than buying new, which can lower the footprints and reduce climate impacts by optimizing the used goods.

This study aims at exploring the underlying factors for joining in collaborative consumption, based on the elaborative

motivation elements including the economic aspects, utility aspects, social orientation, emotional aspects, ecological aspects, and personal values. The study has contributed to the analysis of the motivational factors for people to engage in collaborative consumption in two main categories, including ridesharing and the online marketplace. The analysis of this shifting consumption across different facets provides an understanding of the motivational aspect of sharing resources. The motivational research into collaborative consumption can provide an input for marketers when developing marketing strategies or branding, with more emphasis on the reasons for choosing collaborative consumption. The dimensions of such a motivation are referred to as intrinsic and extrinsic motivation. The various aspects of motivation underlying the consumption are analyzed through all the factors: economic, utility reasons, social orientation, emotional aspects, ecological aspects and personal values. This study also emphasized that one more intrinsic motivation is personal values. Personal values can have an impact toward a consumer's decision to take part in collaborative consumption. Personal values become the motivation for choosing an action.

This study can make a contribution in the field of consumer behavior. Collaborative consumption is rooted in the Consumer Culture Theory (CCT) (Bardhi and Eckhardt 2012). Binninger et al. (2015) and Rasmussen (2014) discussed that collaborative consumption is interconnected to a sustainable prism, as rooted in CCT. Arnould and Thompson (2005) emphasized that it is the theoretical perspective that addresses the dynamic relationship between consumer actions, the market-

place and culture meaning, and CCT explores the heterogeneous distribution of meanings and the multiplicity of overlapping cultural groupings that exist within globalization's frame and market capitalism. Furthermore, Arnould and Thompson (2005) added that one of the characteristics of CCT is the consumer is considered to be an actor in the creation of their own identity and meaning, and the market is not merely a site for economic exchanges, but also a site for symbolic exchanges. This is relevant for the concept of collaborative consumption, where the action puts emphasis on the ecological orientation and the consumption has an underlying derived motivation.

This study also discusses some of the elements of the Technology Acceptance Model (TAM)-perceived usefulness and subjective norms. The previous research into the implementation of TAM has shown that understanding the factors that motivate a consumer to adopt a product has focused on the innovative products with elements of technology. TAM has been widely applied to a diverse set of technologies and users (Davis et al. 1989; Cheng 2015; Kansal 2016; Kaushik and Rahman 2015; Marakarkandy et al. 2017). Perceived usefulness is the level at which individuals use a particular system so it will improve their performance (Davis et al. 1989). It is related to the utility motivation of the research, in that using a technology based platform in the sharing economy can fulfill their needs. The subjective norm here is related to the social environment that convinces someone to follow what is believed to be true. Related to TAM, the subjective norm is in line with the social orientation. Implementing collaborative sharing can enhance the social interaction.

Literature Review

Collaborative Consumption

According to Botsman and Rogers (2010), there are three types of sharing economy: the product-service system, redistribution markets, and the collaborative lifestyle. The product-service system allows industry players to fall under the umbrella term of the sharing economy and abandon the necessity of owning their product (Schiel 2015). The collaborative lifestyle is the centre of the sharing economy, encouraged by such Internet sites as Airbnb for home sharing for profit, or the free accommodation platform Couchsurfing (Lawson 2010). Redistribution markets allow on-demand services to bring together individuals to get a job done, including the private selling and buying of things at the flea market or online platform (Frenken et al. 2015).

This study analyzed the motivations of consumers to engage in collaborative consumption. Consumer motivation is divided into rational motives and emotional motives. A rational motive is defined as the consumer's behavior being based on their rational consideration of all the alternatives, until they choose the one that gives them the best benefits. Meanwhile, the emotional motive is related to the satisfaction of a personal need, based on the subjective criteria. Based on the nature of motivation, motivation concerns the energy, direction, persistence, and equifinality that are relevant with the desired activation and intention (Ryan and Deci 2000). In addition, motivation is also related to extrinsic and intrinsic motivation. Extrinsic motivation refers to the performance of an activity in order to attain some separable outcome. Csikszentmihalyi and Rathunde (1993) dis-

cussed that intrinsic motivation is the natural inclination toward assimilation, mastery, spontaneous interest, and exploration that is essential for cognitive and social development, and represents a principal source of enjoyment and vitality throughout life. Collaborative consumption is driven by both intrinsic and extrinsic motivation, and also by rational and emotional motivation.

Economic Motivation

Economic motivation is explained in the perspective of the economic view. The economic view suggested that man behaves rationally by considering each alternative, in terms of its benefits and disadvantages, and is able to identify the most suitable one of the alternatives. People have to engage with primary motivation for a better price (Schiffman and Kanuk 2010). Hamari et al. (2015) mentioned that participation in sharing can also be the utility of maximizing behavior, wherein consumers can replace the exclusive ownership of goods with lower cost options. Luchs et al. (2011) discussed that collaborative consumption is derived from saving money and time.

Utility Motivation

Bloch and Richins (1983) argued that a purchase is not a necessary precursor of utilitarian shopping values. Utilitarian value is derived from a situationally involved consumer collecting information out of necessity rather than for their own recreational purpose. The product is purchased in a liberant and efficient manner. Sindhav and Adidam (2012) mentioned that utilitarian values refer to those needs which are task-related. Rintamaki, et al. (2007) discussed that utilitarian value is monetary savings plus convenience, while money, time, and effort are sacrifices to achieve value.

Social Orientation

Belk (2010) discussed that there is an approach to describing the motivation for sharing. The motivation is just driven by sharing, without any obtained reward. The sharing can be related to the feeling of enjoyment. Schiel (2015) emphasized that sharing is intended to strengthen social bonding; it is not only related to economic motives. In sharing, the value of appreciation and sympathy is seen as doing good and has moral implications. Strengthening sharing can support the positive feelings and joy. Binninger et al. (2015) argue that collaborative consumption is related to developing social links and social equality. It gives certain types of people access to certain goods from which they were previously excluded, and the emergence of new forms of solidarity favoring neighborliness.

Emotional Aspect

The emotional view refers to decision making that is likely associated with deep feelings or emotions such as joy, fear, love, hope, and a little magic. The feeling or emotion is likely to be highly involving (Schiffman and Kanuk 2010). Denegri-Knott (2011) proposed that participating in collaborative consumption accelerates the desire for consumption, and Binninger et al. (2015) discussed that it can be enabled by having experienced original and recreational emotions. Furthermore, the experience of collaborative consumption can fulfill the desire for freedom and recreation. The emotional aspect here refers to the enjoyment.

Ecological Aspect

The other motivations come from environmental concerns. Hines, Hungerford and Tomera (1987) have identified that environmental concerns, as a cognitive aspect, can be the understanding of environmental issues and how to take action. Furthermore, it is also the psycho-social variable that is related to the sense of responsibility to do something to reduce the gradation of the environment. In this case, collaborative sharing can have implications for the sustainability of the environment (Bauwens et al. 2012). Schiel (2015) added that recycling and re-using products can become solutions to help prevent environmental deterioration. Sharing products can replace the need for purchasing new stuff.

Personal Value

Schwartz and Bilsky (1987) contended that personal values are defined as concepts or beliefs about what is desirable, and states or behaviors that transcend specific situations, guide selections, or evaluate behavior and events ordered by their relative importance. These values help a researcher understand the consumer's behavior, including their collaborative consumption. The values chosen can drive a brand choice or a product choice. The values can identify the consumer segments. The choice of one value can link more of their self-identity to products. The value theory of Schwartz defines 10 broad values based on the motivation underlying them. There are universal values that address biological needs, interpersonal coordination, and so-

cial institutions including power, achievement, hedonism, stimulation, self-direction, universalism, benevolence, tradition, conformity, and security.

Methods

The purpose of the study was to analyze how a consumer experiences collaborative consumption in different contexts, by using the qualitative method. The interview research technique was chosen, as it is particularly suitable for understanding individual experiences related to various collaborative consumption contexts. The interview used a conversational, structured,

descriptive style and it was guided by an outline of the questions. The length of each interview was 1.5 hours. Respondents were asked to share their experience each time they used a collaborative consumption service. They were asked to provide the reasons why they chose the collaborative consumption category, as the interview guidelines explain in Table 2.

Table 3 explains the characteristics of the respondents. The total number of respondents was 24. The respondents were selected for this study after satisfying the following considerations: having experience of using the services; willing to share their experience.

Table 2. The Interview Guidelines

No	The Interview
1.	Why Go-Jek or Uber, or choosing AirBnB's service, or selling second-hand goods is a good alternative for fulfilling your main need?
2.	What was your motivation to use Go-Jek or Uber, choosing AirBnB's service, or selling second-hand goods?
3.	Is there any cost saving consideration in using those alternatives? Or any other better quality offering?
4.	Is there any convenience, or just a trial consideration when using those alternatives?
5.	Is there any altruism or social consideration when using those alternatives?
6.	Is there any other environmental consciousness in using those alternatives?
7.	What are your values when using those alternatives? Is it about social status, demonstrating competence, pleasure, novelty, creativity, tolerance and protection of nature, enhancement of people's welfare, commitment to the traditional culture of being together, impulse, or safety?
8.	Please share any other information you think would be important for me to know about your experience?

Table 3. The Characteristics of Respondents

Gender	Age	Work	The Experience
19 Male	20	Student	Riding Go-Jek in the last year
Female	24	Freelance	Riding Go-Jek in the last year
Male	24	Staff	Riding Go-Jek in the last year
Male	26	Manager	Riding Grab in the last year
Male	27	Manager	Riding Go-Jek in the last year
Female	25	Student	Riding Grab in the last year
Female	26	Manager	Riding Go-Jek in the last year
Female	22	Student	Riding Grab in the last year
Female	30	Manager	Using Airbnb service 2 times
Female	33	Manager	Using Airbnb service 3 times
Female	34	Customer Service	Using Airbnb service 3 times
Female	32	Housewife	Using Airbnb service 3 times
Female	27	Housewife	Using Airbnb service 4 times
Male	27	Freelance	Using Airbnb service 2 times.
Female	36	Housewife	Using Airbnb service 2 times.
Female	32	Housewife	Using Airbnb service 2 times.
Female	30	Housewife	Selling at OLX 2 times.
Female	29	Housewife	Selling at OLX 3 times.
Female	31	Housewife	Selling at Bukalapak 3 times.
Male	31	Manager	Selling at Bukalapak 2 times.
Female	30	Manager	Selling at OLX 3 times.
Female	32	Customer Service	Selling at Bukalapak 2 times.
Female	33	Housewife	Selling at OLX 2 times.
Female	29	Housewife	Selling at OLX 2 times.

All the respondents had direct experience of using the collaborative services for ridesharing, using Go-Jek or Grab, the homesharing of Airbnb, and selling second-hand goods through OLX, and Bukalapak. The choice of Go-Jek, Grab, Airbnb, OLX and Bukalapak as the sharing economy based companies was considered due to some of the following reasons: Indonesian consumers have been benefiting from new 'sharing economy' platforms such as Grab and Go-Jek. These vehicles act as ride-sharing online applications that have in-

creased the efficiency of the current main public transportation systems. Furthermore, since 2013, Indonesia has seen the birth of home-grown sharing platforms, with the introduction of Airbnb (Liem 2016). Bukalapak and OLX were selected here because these platforms can provide connections for local people to buy, sell or exchange used goods and services by posting a list through a mobile phone or on the web. Table 4 explains the companies' profiles.

Table 4. The Profiles of the Selected Companies

No	Company	The Profile
1.	Go-Jek	The company was established in 2010 as a motorcycle ride-hailing phone service. Go-Jek provides an on-demand mobile service, including transportation, logistics, mobile payments, food delivery, and other services. The aim is to increase the livelihood of workers by offering the essential values of speed, innovation, and social impact.
2.	Grab	The company was established in 2012. Grab is a service using the Grab app, with its headquarters in Singapore. Grab operates in six countries across the region. The services include taxi, car, bike, express, GrabFood, Hitch Bike, Hitch Car, and parcel.
3.	Airbnb	Airbnb is an American company that provides an online marketplace and services for consumers to lease lodgings, including cottages, apartments, and hostel beds. The company does not own the real estate being leased; it acts as a broker, and receives a service fee for each booking.
4.	OLX	OLX Group is a global online marketplace with its headquarters in Amsterdam. The OLX marketplace provides buying and selling services for goods including furniture, household items, electronics, goods, cars and bikes.
5.	Bukalapak	Bukalapak is the leading online marketplace in Indonesia. The company provides facilities to support the existing SMEs in Indonesia with their online sales and purchasing transactions. The company also provides an application known as “mobile Bukalapak” specifically for the sellers to facilitate access to their products and conduct transactions via a smartphone.

The analysis of the study is transcribed and imported in the qualitative data analysis. The inductive development of the coding scheme was related to collaborative consumption. The development of the coding scheme was completed by using both the data and theory. The coding scheme was

pre-tested by an independent researcher. Once the coding finished, the analysis was done. The interpretation was performed to obtain a deeper understanding of the respondent’s experiences associated with collaborative consumption.

Result

Ridesharing

The existence of Go-Jek has shaped the way people have mobility. Consumers have the ease and accessibility of using their smartphones to get what they need. Posen (2015) has claimed that Uber, which allows users to request a car through a smartphone app, is a ridesharing experience where the users value social interaction and the human experience. Based on the interviews, Respondent 1 had a good experience when using Grab, an alternative service offered by Grab. The motivation to use Grab was because it was the easiest to order, and it was time effective and cheap. It was a matter of economic motivation:

We don't have to wait to order. Sometimes, if we are going to use Grab Bike or Go-Jek, we have to wait. After working hours, it is very busy. We have to struggle to find a Grab Bike. As the consumer, we have to wait around 15 fifteen minutes. By ordering Grab Hitch, we just wait for five minutes. The application is very easy. The drivers are standing-by.

Riding a Grab is effective and efficient. We don't have to wait so long. The cost is also cheap. And it is very easy to find the driver because of their number.

²⁶ Jakarta was named the city with the worst traffic in the world by one index last year, based on satellite navigation data (The Guardians 2016). Seventy percent of the city's air pollution is thought to come from motor vehicles. People can take one to two hours to get from their homes to their office. The easiest way for consumers to avoid the gridlock is to use a ridesharing scheme. By taking a motorcycle, it is considered to be more effective to get around.

This is supported by Respondent 2, who has utility motivation:

Using Grab Hitch, the main motivation is just having quick transportation. It can take me home safely, quickly and I can arrange my own time. I just download the application and tap the screen when I need the service. I can be free to choose the way.

Related to ridesharing, Uber, Grab and Go-Jek provide a medium for people to have social interactions focusing on consumers. These vehicles can provide a connection for other people to access transportation. It is supported by Respondent 1:

I felt there is a social orientation. By using ridesharing, I can help to minimize the use of vehicles, either motor bike or car. Automatically, we can have ridesharing without driving our own vehicles. Like Grab Share, we can share with others. Therefore, we can communicate with others we did not know before.

I can make new acquaintances. If we use ride-sharing, we can have new acquaintances; we can discuss things and gain new knowledge and information. We do not only orient ourselves but we get to understand others.

Using ridesharing is also stimulated by an emotional feeling. People have fun when they are using it. Enjoyment here is a part of collaborative consumption, because it is fun and provides a meaningful way to interact with other members of the community:

Using ridesharing is fun, easy and I have a new friend

Rakic and Rakic (2015) have also listed the attitudes and behavior required for sustainable life patterns, including transportation. Transportation can be consid-

ered as sustainable transportation if it encourages low carbon modes of transport to reduce emissions, reduces the need to travel, successfully increases the efforts to stimulate modal shifts toward transportation sharing services, and shows a shift away from private to collaborative consumption:

Using ridesharing can protect the environment. By using Go-Jek or Grab I can minimize the use of my personal car and reduce the air pollution.

I think I do agree. If I drive myself, I can stop over wherever I want. I don't go home directly. By using ridesharing, I just go home and this can save energy.

Homesharing

Homesharing, like Airbnb, is for profit and has its organization for peer-to-peer profit sharing. For this study, Airbnb was chosen as the second category to explain the case of economic sharing, based on the underlying motivation. Henten and Windekilde (2016) also mentioned that Airbnb uses a platform providing a new and much more efficient pattern. Airbnb has vastly extended the market for residential accommodation with its two-sided market operations. The underlying motivation to use Airbnb is the economic motivation. The cost is clear and efficient:

I am happy when going abroad because the transaction cost is clear and cheaper compared to the fee for a traditional hotel.

I think Airbnb is beneficial for me. The rate is similar to conventional hotels but I can have more favorable choices, the room is larger, the location is near to the center of the town, and the host is kind. It is good value for money.

Another reason is about the main benefit or utility. The motivation to use Airbnb is to ³⁹connect people who rent their homes with other people who are looking for accommodation. The consumers, as the travelers, can make their selections for the type of room, the price, and number of bedrooms, the amenities, standard properties, and host's language. The consumers just want to stay for less than the cost of a hotel room. They can enjoy accommodation offering a differing experience:

Using Airbnb is reasonable because I can use it for staying in a person's home.

The place is reasonable and ok to stay.

I think using Airbnb is Uber transportation. The cost is cheap. The main reason is to stay at an affordable price in a friendly neighborhood.

Owyang et al. (2015) discussed that collaborative consumption can strengthen social cohesion and support social behavior. Collaborative consumption has the potential to improve resources' efficiency and social cohesion (Scholl 2014). Using Airbnb can create social connections and let people make new friends. People can be connected to others, either directly or through their mutual friends. Social media can highlight Airbnb's activities because it can share profile photos and recent locations that are also on Airbnb:

Get friend yeah. I rent one home with several rooms and some private rooms. But there are other people that also rent the same home and we have to share the bathroom. So we make new acquaintances.

Honestly, by using homesharing like Airbnb, it can generally commercialize the product and provide an opportunity to use the idle capacity of one's house. It can also generate an income for somebody else.

People can be motivated to join in the sharing economy because of the enjoyment that can be derived from such activities, besides its ecological sustainability and saving money and time. ⁸ Christou and Kassianidis (2002) also examined the relative advantage of online shopping for travel products by considering the perceived physical effort of in-store travel shopping, time pressure, and enjoyment.

It's a cool experience because it is like an adventure to a new place. It is out of the box, a new environment. I am happy to enjoy it.

³³ Related to the environment, the speed of growth of the sharing economy is supported by the Internet. The use of Airbnb is also supporting the friendly environment.

In 2011, Time Magazine (in Tsui 2016) wrote that:

⁶ *The true innovative spirit of collaborative consumption can be found in start-ups like the Brooklyn based SnapGoods which helps people rent goods via the Internet, or AirBnB which allows people to rent their homes to travelers. There will be a green element here, the sharing and rental of more stuff means producing and wasting less stuff, which is good for the planet.*

Matzler et al. (2015) added that to support a sustainable mode of consumption, there are some strategies implemented by businesses and consumers. Related to Airbnb, the sharing economy can apply the pattern of taking advantage of unused resources and idle capacity. Companies or others can reassess the efficiency of their use of fixed assets. It is also supported by the following statement:

We don't have to build high buildings for hotels. We can visit one place in its natural condition. It is different from the traditional hotel. Renting a house can reduce waste, while staying in a hotel will create more waste. (Respondent 3).

The motivation of choosing Airbnb is also reflected as a personal value of the part of the life-style of a person. It is about universalism, it means that he/she is trying to provide something of benefit for others. People are offered a place with a ⁸ homely feel and a large amount of space:

The choice of Airbnb is part of the technology's progress. This technology can enable life, and society can prosper. It is predicted to last longer.

Selling of Primarily Second-Hand Goods

The study by Schiel (2015) showed that selling an item is part of a different format of collaborative consumption, which includes renting, lending, subscribing, ³ reselling, swapping and donating, but these have one aspect in common: they give more choice to the user and at the same time moderate or eliminate the costs of ownership and are more personalized and based on social interaction and trust. Murphy and Liao (2013) discussed that money is also one of the motives for reselling a product:

Using online media such as Bukalapak or OLX can reduce the expense. I just post my product so it is visible to the consumers. I can reduce the cost of promotion.

We resell the used product that is still good and beneficial for others, based on the budget availability. On our side, we can make some space in our room, and we can get some money.

Related to its utility, Becherer and Halstead (2004) added that there are a number of reasons to use online auctions to unload discontinued, returned, damaged, or overstocked goods and to sell quality designer goods at a discount, appealing to the thrifty shopper:

Carousel is a good place to mediate between the seller and the buyer. Carrousel is a place to sell unused products, but they are still good.

Based on the recommendation from friends who have already used OLX before, the online application makes it much easier for the seller to interact with potential customers, who just have to look at the picture, call and set an appointment.

Social motivation is also the driving factor to sell second-hand goods. The value of reselling involves a feeling of moral and social satisfaction for contributing to the community's welfare:

I gain social benefits from my use of online selling. I can have more friends from any regions.

Yeah, the digital based platform has enabled us to provide the goods for others who still want to use them, and they can save their money, and other resources.

Lemaitre and de Barnier (2015) discussed that the seller and buyer, through the web, consider the process of enjoyment aspect. It is relevant to the statement of the respondents:

Yes, through online services, I will obtain my pride because my product can be sold around Indonesia. I am very happy and it drives me to do better.

I enjoy the easy process; just taking a picture and uploading, I can generate a great deal of feedback and I am excited to be in contact with the others.

Selling second-hand goods can be considered as an environmental concern. To promote the redistribution of unused products, it will therefore provide benefits for both the buyers and sellers as well as the environment. This is related to the ecological motivation:

Yes, by selling and using the unused products, we can reduce waste.

Yes, if related to going green, and paperless of course. By using a digital based platform, we will be forced to use less paper and that will make for a better environment.

If there is no online shop, people will be using public transportation, but with an online platform, people do not need to go outside the house, so there will be less pollution from vehicles and it can be counted as a small participation in the effort to maintain the environment.

Selling second-hand goods has the attribute of benevolence because it has the ability to improve the welfare of others and the system. Doing good for others can also be motivated by certain values. Consumers have created an awareness toward environmental damage. The throw-away habit should be eliminated because it will give value to the reuse of goods:

This kind of activity can be sustained in the long-run because the progress is real. It can help the economy.

The reselling of goods provides a good opportunity because anyone can sell unused goods, and they can be sold almost immediately online. It is a type of sustaining online platform.

Discussion

The result of the study show the motivational factors for choosing the three

types of platforms for the new sharing economy, namely: ridesharing (Go-Jek and Grab Car also Grab Hitch); homesharing (Airbnb); and selling second-hand goods (through OLX and Bukalapak, or any other social media used to promote such products). These three types of activity provide a new perspective about people's habits. They tend to go for a new life-style that enables them to save energy and to protect the environment. They tend to be more efficient and try to optimize the existing resources, and try to focus on sustainability. The analysis of the motivational research can reveal the motivation of consumers to try collaborative consumption, based on their intrinsic and extrinsic motivation, and also both their rational and emotional aspects. Based on the result, there were six motivations that drive consumers to undertake collaborative consumption: the economic motivation, utility²⁸ motivation, social motivation, emotional motivation, ecological motivation and personal value.

The economic motivation views that a person will behave rationally by considering the benefits and disadvantages, and also seek a better price (Schiffman and Kanuk 2010). For ridesharing, Gardner (2013) mentioned that ridesharing, as a part of the sharing economy, will relieve economic pressures and focus on its simplicity for consumers. People have easy access when they need a ride, and the service is cheap. The technology of apps is central to the sharing economy and they can help people accomplish things easily and quickly.

Related to homesharing (Airbnb), Schor and Fitzmaurice (2015) asserted that Airbnb is based on commission from the peer-to-peer exchanges they facilitate. Peer-

to-peer shows that individual participants have an agency to set the terms for the exchanges and for loans, and to exchange their own goods and services. Airbnb uses the idle capacity of a room, apartment or private home. Consumers can have information about the accommodation, rates and guidelines, and they can make any comments for the host to see. Schor and Fitzmaurice (2015) also discussed that the rationale behind Airbnb is to optimize the use of durable goods or other economically productive assets. Individuals can barely afford to purchase durable goods that are used only intermittently, or to own assets that are not optimally operated. Airbnb has a platform that matches these owners with people who are looking for a cheap and easy way to travel. In other words, the peer-to-peer version can provide an opportunity for them to earn money from their assets.

Related to the selling of second-hand goods, Murphy and Liao (2013) emphasized that money is also one of the motivations to resell a product. People consider it a way to get a little extra cash. Here it is related to the economic motivation. Lemaitre and de Barnier (2015) asserted that one of the consumers' primary motives for reselling is of an economic nature. The features of a technology-mediated business environment are especially desirable to an online reseller, who prefers web channels for fast, easy and profitable sales.

Utilitarian consumer behavior refers to the needs which are task-related and the main benefit gained from them (Sindhav and Adidam 2012). Using ridesharing is driven by the desire to have easy transportation. The easiest way for consumers to avoid the gridlock is to use ridesharing, due to its effectiveness. It is also related to the

use of Airbnb. People use Airbnb because it provides a beneficial way for people to stay somewhere, rather than having to stay in a hotel. Its usefulness is caused by the benefits of the product. It is an option open to all individuals on a short-term basis. People can rent a bedroom and pay the set price.

Related to the selling of second-hand goods, Botsman and Rogers (2010) added that both shoppers and manufacturers engage in a combination of consequences for unused products. People can accumulate unnecessary products, and some tend to be addicted to throwaway habits, while many people are anesthetized to the consequences of their actions. Botsman and Rogers (2010) also confirmed that all the good stuff thrown away represents just a small amount. Rather than being a waste, consumers can use the redistribution markets found on social networks. Botsman and Rogers (2010) also said that these kinds of redistribution markets are a part of the product's extended life service system. It is this kind of maintenance, repair, upgrading, or reuse that extends the life of product, as well the user's relationship with it. The selling of primarily second-hand goods is a kind of consumer behaviors' disposition. Jacoby et al. (1977) has listed a typology of consumer behaviors' dispositions. Some of them are to permanently dispose of it by throwing it away or abandoning it, giving it away, selling it or trading it.

Social orientation can also describe the motivation for sharing. Schiel (2015) emphasized that sharing will strengthen social bonding and is also facilitated by a certain altruistic tendency to help other individuals. Binninger et al. (2015) argue that collaborative consumption is related to developing social links and social equality.

Ridesharing, as a collaborative consumption, also shares social orientation. Botsman and Rogers (2011) argued that the sharing economy has influenced people in their everyday lives. People have online relationships that are as close as those in their real lives. They create more trust by developing a network or connecting with others. The trust gets stronger through their active interactions. Furthermore, Botsman and Rogers (2011) also added that collaborative consumption websites have built and incorporated trust mechanisms, even though these do not exist outside the website. This comes from the tendency to develop online relationships. It happens in the homesharing situation provided by Airbnb. Social motivation is also the driving factor behind the sale of second-hand goods (Ertz et al. 2015). Guiot and Roux (2010) explained the motivation for reselling second-hand purchases. Related to the online setting, the driving factor is "physical meeting" and "imaginary meeting" (Lemaitre and deBarnier 2015). The value in the reselling involves moral and social satisfaction from contributing to the community's welfare. People tend to have more of a civic virtue orientation, and still consider others who prefer to use the product without buying a new one.

Emotional motivation views that decision making is related to deep feelings or emotions such as joy, fear, love, hope, and a little magic. Binninger et al. (2015) argued that collaborative consumption can be driven by having experience of original and recreational emotions. Using the ride-sharing provided by Go-Jek, Grab or Grab Hitch is also stimulated by emotional feelings. People have fun when they are using it. Enjoyment is regarded as an important factor in such sharing-related activities (Van

der Heijden 2004). Hamari et al. (2015) explained that enjoyment plays an essential role in attitude formation and intention. Enjoyment here is a part of the collaborative consumption experience, because it is fun and provides a meaningful way to interact with other members of the community.

Related to Airbnb and its homesharing, it is also driven by emotional motivation. Based on the study of Guttentag (2016), the motivation to choose Airbnb is for its novelty. It is related to excitement, newness and difference. This is part of the hedonism. The choice of a place to stay through using Airbnb is considered as an effort to seek novelty. If choosing a hotel, there is a certain level of predictability, but choosing a place to stay through Airbnb is perceived as being exciting and unique. Guttentag (2016) also added that, as an innovative form of tourist accommodation, consideration of Airbnb is about its novelty motivation. Consumers seek something novel because this allows them to try something new.

Related to the selling of second-hand goods, this is an activity where people can interact with the website while trading. People can sell and interact with others. It can also be related to the hedonistic aspect. Mathwick, Malhotra, Rigdon (2001) mentioned that the hedonistic aspect is related to both the intrinsic and extrinsic aspects. In this case, it is more relevant to the intrinsic aspect. Babin, Darden and Griffin (1994) discussed that the perception of a things intrinsic value results from the fun and playfulness of it, rather than its task completion.

Collaborative consumption is also driven by environmental concerns. Related to ridesharing, Rakic and Rakic (2015) ex-

plained that consumption choices by consumers are powerful decisions, which they make in their everyday lives. The consumption choices of consumers shape markets and production patterns, and have a big impact on the natural resources and ecosystems, as well as on the global community by contributing to the issues and protecting the environment.

In discussing Airbnb, the speed of growth of the sharing economy is supported by the Internet. The choice of Airbnb is considered to be the green element of sharing and renting, and producing less waste. Matzler et al. (2015) argued that the Internet has made sharing simpler. It seems to hold potential benefits for convenience and environmental consciousness in consumption.

Selling second-hand goods can be considered as demonstrating environmental concerns. The idea of collaborative consumption focuses on sustainability efforts by reducing waste. Promoting the redistribution of unused products will therefore benefit buyers and sellers, as well as the environment (Pedersen and Netter 2015). This is related to the ecological motivation.

Related to personal values, Steenhaut and van Kenhove (2006) discussed that each personal value is of importance in someone's life. Each value can be a guide to understanding the consumer's choice of collaborative consumption. The motivation for using ridesharing is helping others and the motivation for choosing Airbnb can also be reflected as a personal value on the part of that person's life-style. It is related to universalism. Universalism means trying to give benefits for others. People are offered a place with a homely feel and a big space. Airbnb has such a unique value proposition, compared to its incumbent

Table 5. The Summary of Motivation

Motivation	Ridesharing	Homesharing	Selling of primarily second-hand goods
²⁸ Economic Motivation	<ul style="list-style-type: none"> - Seeking a better price. - Simplicity. - Help people. 	<ul style="list-style-type: none"> - Optimizing the idle capacity. - ⁹ Looking for a cheap and easy way to travel. 	<ul style="list-style-type: none"> - To get a little extra. - Resale. - Money.
Utility Motivation	<ul style="list-style-type: none"> - To have easy transportation. - Avoiding gridlocks 	<ul style="list-style-type: none"> - Individuals on a short-term basis - They just rent a bedroom and pay the set price. 	Rather than being a waste, consumers can use the system.
Social Orientation	Have social interactions focusing on consumers.	<ul style="list-style-type: none"> - To develop social relationships. - Social connections and making new acquaintance. 	Contributing to the community's welfare.
Emotional Aspect	Enjoyment	<ul style="list-style-type: none"> - Excitement. - Novelty. 	Can sell and have an interaction with others.
Ecological Aspect	Protect the environment	The green element of sharing and renting and producing less waste.	Reducing waste.
Personal Value	To support their life	To provide benefits for others.	To show good will and kindness.

competitors. Furthermore, people can order a room through the Internet. The Internet makes it easier for them, and enables them to view their options. Selling second-hand goods has a benevolent attribute, because it has the benefit for the others and the system. Doing good for others can also be motivated by human values. Benevolence, as a value, has implications for environmental behavior (Katz et al. 2017). It is a form of kindness in social living. The consumers selling second-hand goods also do so because of their willingness to do good will and kindness and do not seek anything specific in return. It is

also related to doing something without seeking any advantage, it is just to help and support people.

Conclusion

Summary

For the economic aspect, the biggest factor, which becomes the driving force of individuals involved in the pattern of collaborative consumption, is divided into two different roles: that of a service provider and a service user. A service provider places emphasis on the profit earned from utilizing

its assets to improve economic conditions. For a service user, the motive is the effort to fulfill their needs by getting the lowest possible price. For utility reasons, the existence of collaborative consumption behavior is reinforced, based on the extent to which a product is the solution to an individual's needs. When a product based on collaborative consumption is capable of providing solutions to the constraint conditions experienced by individuals, then the utility reasons in this case acts as the behavior's motive.

Social orientation's motives for the use of products based on collaborative consumption lead to the extent to which they can fulfill the need. The existence of a collaborative consumption-based product involves a social interaction between the provider and the service user and other service users. Under these conditions, the effects of social interaction basically provide positive rewards for both parties, so that the behavior of using the product will always be repeated. For the emotional aspect, collaborative consumption products emphasize the presence of positive/pleasant emotions. When a provider and service user obtain a positive experience from their roles, they will experience a pleasant feeling/emotion. The emotional condition is simply interpreted as a form of positive reward, which in the future will influence the individual's choice to use products based on collaborative consumption.

The ecological aspect, as the motive for the collaborative consumption behavior, emphasizes the individual's motivation that the action will be able to reduce the use of excess resources and reduce the adverse effects. In this case, when the consumers are able to share in the use of trans-

portation, a residence or second-hand goods, basically there is a process of saving and reusing products to maintain better environmental sustainability.

The existence of personal values that become the motive for taking part in collaborative consumption leads to two forms of values: universalism and benevolence. The existence of these values basically leads to behavior that lays more emphasis on the welfare of others. Individuals will happily engage in collaborative consumption when they hold the belief that giving or doing something good for others is very important.

Research Implication

The results of the research can be used as a consideration to strengthen the behavior of collaborative consumption aimed at consumers by emphasizing the existing motives. Companies and service providers can use the results of this research as a basis for making an offer or program as a form of promotion for the use of products based on collaborative consumption. The existence of the qualitative study that has been done basically provides a specific picture related to the motives that encourage consumer behavior in the context of collaborative consumption. This descriptive qualitative approach is basically also a form of preliminary study to explore the theory development of collaborative consumption's variables, especially with consumer respondents in Indonesia. In any further research, a stronger generalization process should be developed by taking a quantitative approach and hypothesis testing related to the motivation's effect on the consumer's decisions.

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