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MODELLING COLLABORATIVE CONSUMPTION: THEORY OF PLANNED BEHAVIOUR, COMMITMENT, AND TRUST

ABSTRACT

Collaborative consumption allows consumers access to consumer goods and services on non-ownership terms. Given the evolution of the internet, this has resulted in an uptake of collaborative consumption across a variety of contexts, for example accommodation, transportation, and tours. A model of collaborative consumption intention is proposed using a combination of theory of planned behaviour, commitment, and trust. A total of 117 usable responses were used in an initial study to conduct a preliminary test of the model. Commitment and trust are identified as mediating constructs between attitude, expectations, and ease of use when considering a sharing or collaborative consumption option. Commitment, or bonding, acts as an antecedent of trust in the development of the collaborative consumption relationship. Theoretical and practical implications are outlined relative to the developed model.

Keywords: Collaborative consumption; Theory of planned behaviour; Commitment-Trust theory; Structural equation modelling.