



What is Mine Can be Yours: The Rise of Peer-to-Peer Renting as a Way of Consumption in Portugal

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Abstract

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Keywords: Sharing economy, Peer-to-peer economy, Peer-to-peer object renting, Motivations, Barriers, RNTERS, Portuguese consumers

The peer-to-peer economy is a fast-growing and much-debated subject. The success of peer-to-peer renting platforms falls upon the capability of managers to understand the users' motivations and barriers for engaging their platform and hence identify their target audience effectively. The focus of this dissertation is peer-to-peer object renting, where individuals make available their day-to-day objects, temporarily, to others for a rental fee, to satisfy the momentary need of the renter without ownership being transferred. This study aims at identifying the users and non-users' motivations and barriers for engaging RNTERS, the only peer-to-peer object renting platform in Portugal. Another goal was to understand the openness of the Portuguese market towards this alternative way of consumption. Both in-depth interviews and an online survey, held among 254 respondents, were conducted to investigate the relative importance of the motives for and against participating in RNTERS. The results reveal the underlying motivations and barriers differ across user type (renter and owner) and non-user. The findings suggest financial benefits, necessity, convenience and familiarity with the platform are some of the most decisive drivers for engaging RNTERS. It is also demonstrated that the risk of use, effort anticipation, lack of insurance and lack of trust are the leading deterrents against the platform in case. In the end, it is discussed guidelines for future research and some implications for managers based on the results obtained. By capturing the underlying drivers and impediments of the Portuguese, useful insights were provided to RNTERS and managers of these platforms.

Resumo

O que é Meu Pode ser Teu: O Aumento de Alugueres entre Consumidores como Modo de Consumo em Portugal

Inês de Castro Martins

Palavras-Chave: Economia Partilhada, Aluguer de Objetos entre Consumidores, Motivações, Barreiras, RNTERS, Consumidores Portugueses

A economia partilhada entre consumidores é um fenómeno crescente e em constante debate. O sucesso das plataformas de aluguer entre consumidores recai na capacidade de os gestores perceberem as motivações e barreiras dos seus usuários, e consequentemente identificar o(s) seu(s) público-alvo(s) eficazmente. O foco desta dissertação será no estudo de plataformas de aluguer de objetos entre consumidores, onde indivíduos disponibilizam os seus objetos, temporariamente, a outros por um determinado valor, para satisfazer as necessidades momentâneas do locatário sem transferir para ele os direitos de propriedade. O objetivo deste estudo é identificar as motivações e barreiras dos usuários e não usuários ao participarem na RNTERS, a única plataforma de alugueres de objetos em Portugal. Outro objetivo é perceber a abertura do mercado Português a esta forma de consumo alternativo. Foram conduzidas entrevistas e um questionário *online*, respondido por 254 participantes, para investigar a importância dos motivos a favor e contra a participação na RNTERS. Os resultados revelam que as motivações e barreiras divergem transversalmente entre o tipo de usuário (locatário e dono) e não usuário. Em conclusão, benefícios financeiros, a necessidade, a conveniência e a familiaridade com a plataforma são alguns fatores de peso para usar a RNTERS. Porém o risco de usar, a antecipação de esforço, a falta de seguro e a falta de confiança são os maiores obstáculos ao usar esta plataforma. No final, são apresentadas diretrizes para futuros estudos e algumas limitações. Depois de perspetivar as motivações e entraves inerentes dos Portugueses, *insights* úteis são apresentados à RNTERS.

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1. Introduction

The sharing economy has been shaking the business environment for some years now. A clear sign of that is the growing number of consumers switching from ownership to alternative modes of consumption, making ownership a thing of the past and following the mantra: “You are what you can access” (Belk, 2014). Either by borrowing a drill, sharing a car ride or by renting ski material for a day, consumers are rushing into an access-based consumption era, where people can access goods they seek without any transfer of ownership involved (Bardhi & Eckhardt, 2012). A study made by PwC (2015), found that 57% of the respondents agree access is the new ownership. At the heart of this shift of consumption are some key factors such as advancements in technology, the change of consumer behaviour towards a more sustainable way of life, convenience, sense of community and the economic downturn (Angus, 2018; Kathan, Matzler, & Veider, 2016; Mohlmann, 2015; PwC, 2015). Consumers today prefer to pay a fee in order to temporarily access a good rather than buying it. There are already some prominent examples of access-driven businesses, across several categories, such as Airbnb (housing), Kidizen (toys), Rent The Runway (clothes), Spinlister (sports equipment) and RelayRides (cars). Projections estimate that global revenues in the key sectors of the sharing economy will reach by 2025 \$335 billion (PwC, 2015).

This research will focus on online peer-to-peer (P2P) object renting marketplaces in Portugal, where individuals (owners) can make available their personal belongings – cameras, bicycles, books, or tents – to others (renters) for a rental fee through an online platform (Wilhelms, Merfeld, & Henkel, 2017). These marketplaces are facilitated by the digital boom and the emerging Internet-of-things; hence P2P companies create digital platforms that enable the disintegration of physical belongings in time and space and make them susceptible to matching, pricing and exchange (Sundararajan, 2013). More specifically, this study will be conducted using RNTERS, the only Portuguese P2P object renting platform.

The goal of this research is to explore the motives that spur consumers to access products temporarily through online renting platforms, but also the deterrents they might have towards these types of platforms. Past academic studies advocate that consumers possible reasons for engaging in such consumption are various. Therefore an in-depth knowledge of consumers’ participation purposes is crucial to design effective marketing plans and increase the customer base (Wilhelms, Merfeld, et al., 2017). The pioneering literature believes there is a dominance of economic motivations for participating in P2P renting platforms (Bardhi & Eckhardt, 2012;

Dill, Howland, & McNeil, 2016; Philip, Ozanne, & Ballantine, 2015). Usually, people tend or may not use some products frequently, and in the end, the purchase does not compensate; an example is the power drill, an expensive product used only a few minutes per year (Gillman, 2016; Belk, 2014). It is believed that in average a rental price is 90% lower than the buying price of the product (Sanlez, 2017). This is supported by Lovelock and Gummesson (2004), as they agree that rental fees are somewhat lower than the buying price of the product, making P2P networks more economical than ownership. Other scholars believe environmental motivations are the underlying driver (Botsman & Rogers, 2010; Gansky, 2010). Tussyadiah (2015) suggests social motivations are what drives people to enter the world of P2P accommodation sector. On another note, there are also some barriers that people still have regarding P2P renting platforms that are not exploited by past scholars with some few exceptions. Hawlitschek, Teubner, and Gimpel (2018) believe that key impediments towards P2P usage are effort expectancy and risk of anything going wrong during the rental process. Trust is also a huge variable to take into consideration, as it is the base of this system and a prerequisite; hence lack of trust can be a significant restraint to join P2P renting platforms (Botsman, 2012; Hawlitschek, Teubner, & Weinhardt, 2016; Tussyadiah, 2015).

The study aims to contribute to a far-reaching understanding of the motivations and barriers for participating in P2P renting economy. The relative importance of such motivations and barriers is investigated through RNTERS users and non-users. Building on prior work and basing this research on proposed future research from Philip, Ozanne, and Ballantine, (2015), Mohlmann (2015), and Bardhi and Eckhardt (2012), the following research questions are posed:

RQ1: What are the underlying motivations that drive users and non-users to use P2P rental platforms, more specifically RNTERS platform.

RQ2: What are the underlying barriers that deter users and non-users from using P2P rental platforms, more specifically RNTERS platform.

RQ3: Is Portugal open to access-based consumption, in the context of online P2P object renting?

This analysis equips RNTERS to understand their consumers, their motivations and barriers better, and with a groundwork to efficiently segment the market and build targeted marketing strategies to increase customer base. Precisely, the purpose of this study is to be able to answer the research questions mentioned above.

This dissertation contains five chapters. In the next chapter, an overview of the existent academic literature is outlined with a focus on assessing sharing economy and P2P renting platforms, demonstrate some examples and the current situation of P2P renting platforms in Portugal. A brief explanation about the platform in case, RNTERS, is given; followed by the synthesised underlying motivations and barriers of users and non-users of past scholar's researches. Chapter three describes the research methods implemented for this study, from the research design to data collection to the plan of the data analysis. Subsequently, the results and analysis are presented. Finally, in the last chapter, it will be discussed the main conclusions drawn from the findings, present some managerial implications, as well as the limitations and directions for future research.

2. Literature Review

2.1 Defining the Sharing Economy

Several attempts have been made to frame the umbrella concept of “sharing economy”. Academic scholars have shown increasing interest towards this way of consumption that is shaking the economy today. However, the boundaries of this term are still blurry, and there has not been reached a common ground, that is why it is difficult to provide an “official” definition. Dredge & Gyimóthy (2015), revealed that more than 17 terms overlap the sharing economy concept, which includes: collaborative consumption (Botsman & Rogers, 2010), access-based consumption (Rifkin, 2000; Bardhi & Eckhardt, 2012), the mesh (Gansky, 2010), on-demand economy and peer-to-peer economy. Furthermore, within the sharing economy, one can also rent, lend, swap, resell and donate. These are just some examples of the various labels that encapsulate this movement. Due to its divergent framings, there is a need to delineate a concise definition; therefore, this paper will follow the definition provided by Frenken and Schor (2017). The scholars describe sharing economy as “consumers granting each other temporary access to underutilised physical assets (‘idle capacity’), possibly for money” (pg.2 and 3). Both the transportation and hospitality sectors are considered to be the pioneers in the sharing economy. Examples of sharing economy businesses that match the above description are Airbnb, Couchsurfing, Blabla Car, Getaround, Peerby and Spinlister.

It is not clear when did this new wave of sharing economy burst, but there are a set of main drivers that uphold this emerging force. It is generalized by literature that the rise of Internet-based technologies, the development of Web 2.0 and the rise of mobile use, play a crucial role in accelerating and facilitating the sharing economy boom, reducing dramatically transaction costs, empowering upscaling and intensifying economic impact (Bardhi & Eckhardt, 2012; Frenken & Schor, 2017; Kathan, Matzler, & Veider, 2016; Mohlmann, 2015; Selloni, 2017). Additionally, one can also link the global recession to be a strong force towards this alternative mode of consumption, as people had to re-examine their expenditure patterns and rethink the value given to ownership (Bardhi & Eckhardt, 2012; Böcker & Meelen, 2017). People also started to look for more environmentally sustainable ways of living and hence put aside owning and embraced sharing practices (Selloni, 2017). What is important to highlight is that there is a noticeable shift towards the idea that accessing assets has become essential (Albinsson & Yasanthi Perera, 2012; Botsman & Rogers, 2010).

A study made by Pais and Provasi (2015) describes six categories of different sharing economy practices. The one that is of more relevance to this study is the peer-to-peer economy. Related to goods that are underutilised and are granted by their owners, examples are Airbnb, Relay Rides, Spinlister and Zilok. The focal point of this study will be peer-to-peer renting, which will be developed in depth below.

2.2 Assessing Peer-to-Peer Renting

P2P renting can be described as one of the branches of sharing economy. Philip et al. (2015) construe P2P renting “as an exchange whereby one individual makes available their physical possessions temporarily to another individual for a rental fee in order to meet the temporary needs of the renter without a transfer of ownership.”. Currently, there is a growing number of consumers transforming into micro-entrepreneurs, engaging into P2P renting by displaying their possessions via online-based platforms to others for a rental fee (Wilhelms, Merfeld, et al., 2017). Consumers show appetite for this new form of renting. Across literature, it is manifested that the ones that are more excited and willing to adopt this renting tendency are the so-called millennials. Illustrating this is the result from a survey made by BAV Consulting, in 2011, where they conclude that 66% of consumers and 77% of millennials prefer a downsizing lifestyle with less stuff (PwC, 2015; Ranzini et al., 2017).

In this renting environment, P2P service enablers manage an online platform in which their primary objective is to connect owners and renters, with the advantage of not needing to own any stock (Wilhelms, Henkel, & Falk, 2017). In a nutshell, the principal role of these marketplaces is to facilitate the interaction between providers and consumers, collect and display potential offers, administer the contact between participants and make sure the transaction runs smoothly in conformity with the predetermined rules (Wilhelms, Merfeld, et al., 2017). The P2P renting business model works typically by charging a commission fee to the owner; this fee is deducted from the rental price after a successful transaction occurs. Therefore, these companies benefit from the owner’s ability to make money out of underutilised assets (Schaefers, Lawson, & Kukar-Kinney, 2015). Scepticism is still in the air towards this alternative form of consumptions, as well as hesitation and doubts about the functioning of these platforms. To tackle this problem, businesses secure trust among users by having self-regulation rules in place, like screening people, identity verification and background checks; install feedback and rating mechanisms; and online payment systems (PwC, 2015;

Sundararajan, 2014; The Economist, 2013). An example of a P2P renting platform is presented in the next sub-section.

2.2.1 Zilok

One of the first players in the P2P renting world is Zilok, where one can rent all kinds of items, from a drill to cars to houses, from both individuals and businesses. Born in 2007, Zilok is still a reference for many P2P marketplaces; it was designed to give a different reality to consumption, offering a simple and accessible platform, where anyone can put anything to rent (Zilok, n.d.). Equally to other P2P, the peer-providers are the network's revenue stream. The registering is free; however, Zilok employs different payment mechanisms. Renters have to pay a retainer fee (that varies from 5 to 10%) that is charged when the owner accepts the reservation, but then it is deducted from the overall rental price that is paid directly to the owner at the end of the rental period. This serves to show the owner that the reservation is valid and trustworthy and that the renter will commit to appearing in the exchange. Furthermore, there is also a security deposit that owners can ask renters, and it can be in the form of money or another method, Zilok does not interfere in this phase. The commission the platform takes from the owner is from 5 to 10% and is charged directly from the retainer fee.

2.3 Peer-to-Peer Renting in Portugal

In Portugal, these type of business models is still fresh. The first Portuguese P2P rental business was Renting Point who opened in 2010. As a starting point, they had a listing of 1,300 products available, that vary from party objects, tools and clothes to boats, construction equipment and so on. Their business model was based on the principle that the owner would be the provider of the asset, supporting the service cost, which meant having to pay the registration fee and a commission per transaction (that would change according to the value of the rental price) (Lusa, 2010). Unfortunately, the company ceased operations and are no more on the market. Most recently, a new player emerged in the Portuguese P2P renting environment, it was launched in 2017 and focuses only on car rentals. It is called Shareacar, and it allows anyone to monetise his or her unutilized car by renting it to other people. The reason behind the opening of this marketplace was the high ownership costs of a car (on average are around 6000€); and the inefficient use of cars (Pedro, 2017). In Portugal, besides Shareacar, there is another start-up that is present in the P2P economy nowadays, but in the object sector. It is the only

marketplace available in Portugal where one can put all their underutilised objects to rent. Below, a more detailed description will be given, as this Portuguese start-up will be the foundation of this research.

2.4 Context of Study: The Case of RNTERS

Renting objects from individuals is a very recent practice in Portugal, where buying and owning is still embedded in the culture. Due to the lack of literature on both the Portuguese market and the miscellaneous goods P2P platforms, this paper will try to fill the existing gap by studying a Portuguese start-up called RNTERS. This is the only marketplace to rent day-to-day objects, temporarily, except cars, homes and services, in Portugal since 2016.

The concept of the start-up is simple; it is a platform that allows participants to monetise from their unutilized objects or to rent products for a fraction of the buying price (RNTERS, n.d.; Sanlez, 2017). Their value proposition undergoes creating an online renting marketplace, where it is possible to rent an object for a determined period. RNTERS divides their customers into “Owners” and “Rnters”. The “Owner” is the one that profits from his/her assets by renting them during a limited period. The “Rnter” is the one that rents a product that he/she needs that belongs to the “Owner” for a fee, without paying any commissions to the platform (RNTERS, n.d.). Registration is free for both participants, the renter when booking the object pays immediately through the platform, but the owner only receives it at the end of the transaction. The contact is made by the renter, in most of the cases, and the platform does not get involved; after, a meeting and date are arranged. The company takes a 20% commission on any rentals made and assures the owner profit even when a rental is cancelled last minute and protection in case of fraudulent use. The renter, on the other hand, is protected by being reimbursed whenever the object is not in acceptable conditions. The platform holds onto the money until the end of the transaction, in case anything unforeseen happens. One main advantage of RNTERS is that there is no deposit involved; nonetheless, one disadvantage is the lack of insurance provided.

On the contrary to traditional businesses, P2P asset-renting networks need to target two different types of consumers (1) the renters who are willing to rent from others, and (2) the asset owners wanting to rent out their personal belongings. Effective market segmentation and a successful targeting are key for these marketplaces to prosper in the future. Thus, it is intrinsic that managers of P2P renting platforms comprehend the motives of both type of participants as well as non-users (Lawson, Gleim, Perren, & Hwang, 2016; Philip et al., 2015; Wilhelms, Henkel, et al., 2017; Wilhelms, Merfeld, et al., 2017). In order to understand the drivers and

barriers of both types of consumers (the owners and the renters) in participating in this P2P renting economy, profound research will be done via a study of RNTERS consumers. Notwithstanding, it is of added value to comprehend also the non-users' motivations and barriers towards this type of platforms, in order to understand if there are any differences.

Additionally, a face-to-face interview with RNTERS founders was conducted to capture their vision about their users' motivations, concerns and obstacles; and the biggest critiques towards their platform (Script in Appendix 1). Also, it was essential to comprehend how they segment and characterise their target market. RNTERS founders during the interview commented that their users' main motivation is necessity, followed by price. When talking about the main concerns and obstacles of users, they believe that they are related to the lack of guarantee of the object and fear of availability. Further, when asked about their target of renters and owners, they believe regarding, in general, the age range is below 30 years old, with experience of online buying and selling. Concerning renters' gender, they trust it is balanced, 50% men and 50% women; but on the side of the owners, they suppose 80% are male, and 20% are female.

2.5 Underlying Motivations and Barriers of Users and Non-Users

The literature on drivers and barriers to participating in the P2P economy, or in general in sharing economy, is diverse (Wilhelms, Henkel, et al., 2017). Albeit P2P platforms are creating much debate these days, far-reaching academic research on consumers' motivations and barriers is notoriously scant. Further, non-users' motivations and barriers are not acknowledged nor exploited by researchers, except for some few studies (Hawlitschek, Teubner, & Gimpel, 2016; Philip et al., 2015; Tussyadiah, 2015). The empirical evidence concerning the diverse reasons and obstacles for using P2P platforms are utterly based on studies of P2P car-sharing (Böcker & Meelen, 2017; Dill et al., 2016; Wilhelms, Henkel, et al., 2017; Wilhelms, Merfeld, et al., 2017), sharing economy (Hellwig, Morhart, Girardin, & Hauser, 2015), collaborative consumption (Mohlmann, 2015), access-based consumption (Lawson et al., 2016; Schaefers et al., 2015) and P2P sharing platforms in general (Böcker & Meelen, 2017; Hawlitschek, Teubner, et al., 2018; Lawson et al., 2016). Hence, although these perspectives help understand and delineate what are the general barriers and factors driving users in this type of consumption, their relative importance is inconclusive for this particular study. Since the existent literature is scarce, there surges the need to interpret the real motivations and barriers of P2P renting platforms, regarding diversified assets, and understand

how important are they among different user groups. The motivations to engage in this type of economy are not uniform across types of goods; between users, providers, and non-users; and amongst different ages (Böcker & Meelen, 2017). As Hellwig et al. (2015) mentioned not all people are evenly prone to share, he found out differences in gender and age regarding willingness to share. From his conclusions, he demonstrated that women, as well as the youngest generation (18-29 years), had a higher willingness to share. With this in mind, this study aims at discovering the underlying motivations and barriers for renting miscellaneous goods for both types of consumers (renters and owners) and non-users; and examine if there are differences between the different groups.

In this paper, academic researchers mentioned above will serve as a reference to define a set of motivations and barriers. Already in the nascent studies on P2P resource sharing, the economic motives seem to prevail over other motives for participating in these marketplaces (Dill et al., 2016; Philip et al., 2015; Wilhelms, Merfeld, et al., 2017). Such a one-dimensional perspective may not grasp the entire scope of motives. As a reminder, this analysis aspires at pinpointing participation motives and barriers in P2P renting, more precisely renting miscellaneous goods, of both users and non-users.

2.5.1 Underlying Motivations of Users and Non-Users

As one can see, there is a need for a deeper understanding of what drives and what holds up people to participate in P2P platforms, which have been lacking. In this section, the focus will be on factors that drive users and non-users in participating in P2P renting platforms. On the next section, the focus will be on the barriers. According to the research scope, the following driving factors are based on some of the most commonly cited, mentioned in the literature.

a) Financial benefits

The first determinant that influences consumers and providers is financial benefits. In a more general view of the sharing economy, some academics stress economic reasons to be a major determinant of usage (Bardhi & Eckhardt, 2012; Lamberton & Rose, 2012). Hellwig et al. (2015) conclude that saving money comprises a key motivation in sharing marketplaces. Both Hawlitschek et al. (2018) and Böcker & Meelen (2017) research point out that economic motivations are dominant in some sectors such as ride and tool sharing. Tussyadiah (2015, 2016), on both studies about accommodation sharing, emphasises that an essential driver for using such platforms were economic reasons. Furthermore, from the renters' view, it is agreed

that shared assets are 81% less expensive than owning them individually and 86% say that it makes life more economical (PwC, 2015b), which leads to the path that financial benefits may trigger user and non-user participation. Thus, this paper wants to capture in the motive of Financial Benefit, the idea that within Financial Benefits, one includes for renters cost savings, while for owners, an additional income stream.

b) Environmental Sustainability

Presumed environmental advantages are often stressed in the sharing economy discourse (Martin, 2016; Schor, 2014). This may be because of the increased efficiency in the use of assets, which reduces the usage of scarce resources that would have been needed for the production of new assets. Another reason can also be the growing anti-consumption movements, and the awareness of harmful impact consumption and over-consumption have on the environment, which consequently increases the importance of greener and sustainable alternative modes of consumption (Albinsson & Yasanthi Perera, 2012; Ozanne & Ballantine, 2010; Tussyadiah, 2015). Notwithstanding, the literature vary substantially concerning the role of environmental factors as a driver of sharing economy participation. Wilhelms, Henkel, et al. (2017) mention that enhancing resource use is indispensable in sustainability as a motive. Also, Moeller and Wittkowski (2010) surveyed users of an online P2P platform from which they conclude that there is no impact of environmental drivers when choosing between renting or ownership. Regardless of the different conclusions from previous literature, this paper wants to test the idea of sustainability, amongst users and non-users, in P2P renting platforms.

c) Community

Beyond the outlined motives, a review of the literature indicates that social motivation is argued to be one of the factors that lead to participate in the sharing economy (Botsman, 2013; Hawlitschek, Teubner, et al., 2018; Ozanne & Ballantine, 2010; Tussyadiah, 2015). Community belonging and the opportunity to interact and meet other people are at the heart of all P2P platforms, as users and providers of goods need to meet to exchange the good. Some scholars view the sense of community to be a principal determinant of participation in some P2P activities such as tool, ride and toys sharing (Albinsson & Yasanthi Perera, 2012; Böcker & Meelen, 2017; Mohlmann, 2015). When talking about community, one means the sense of belonging, feeling a part of a community, as well as the chance to get to know, communicate and connect with others which are believed to stimulate sharing economy activities (Botsman & Rogers, 2010).

d) Familiarity

Familiarity with the concept and the way P2P platforms work is crucial for users to participate. Some users may be reluctant to participate for the first time in these P2P platforms, due to not holding any experience with it and to transaction costs incurred by consumers when consuming a product or service (Moeller & Wittkowski, 2010). If participants cannot calculate these transaction costs, they may become unenthusiastic to use P2P marketplaces (Mohlmann, 2015). On the contrary, a user that is familiar with a particular system reduces uncertainties about its usage and can gain an ability to fully exploit its utility (Alba & Hutchinson, 1987). Prior research found familiarity and experience with sharing marketplaces to be a positive determinant for participation (Hawlitschek, Teubner, et al., 2018). One consolidates the understanding of the basis of P2P renting platforms, the perceived ease or difficulty in usage, and tech-savviness into this fourth determinant of familiarity. Respectively, high familiarity with renting platforms may minimise transaction costs; thus, familiarity might be a significant driver on the usage of P2P renting platforms.

e) Seek Variety

In these type of P2P renting platforms, one can assess a limitless array of products temporarily. Lawson et al. (2016), in their study, found out that depending on the type of cluster (“Premium Keeper”, “Conscious Materialists”, and “Change Seekers”), variety seeking plays an active role as a driver on usage intention. Hawlitschek et al. (2018) also capture the variety motive, the idea that P2P sharing allows for a different bandwidth of products; and find it of vital importance.

f) Convenience

An equally crucial key driver is convenience. When consuming products, convenience is manifested by the time and energy that is saved in purchasing and consuming (Seiders, Voss, Godfrey, & Grewal, 2007). P2P renting platforms give consumers access to products without bringing upon oneself the “burdens of ownership” (Schaefer et al., 2015). In that sense, renting is considered a form of consumption convenient to most (Moeller & Wittkowski, 2010; PwC, 2015b). For owners, it is convenient as urbanisation grows, the home spaces to store goods becomes smaller (Angus, 2018), thus if an owner rents temporarily their goods, they are free from hoarding objects that are unutilized. For renters, one can gain temporary access to a product, and it has the convenience of not having to bury the costs of ownership permanently, such as retention and storage problems. Moeller & Wittkowski (2010) found that “convenience

orientation” has the highest influence on consumer’s decision to rent rather than purchasing it. It is all about time-saving and comfort.

2.5.2 Underlying Barriers of Users and Non-Users

a) Lack of Trust

Lack of Trust can be the central reason why people are still hesitating towards P2P renting platforms. After all, trust is the cornerstone of any sharing economy business but is also a key challenge, as platforms have to create a trustworthy community network with flawless mechanisms, where one can rent and monetise from their assets in a safe environment (Chasin, Hoffen, & Hoffmeister, 2018; PwC, 2015; Wilhelms, Merfeld, et al., 2017). As noted above, trust creates a significant impediment to users and providers in participating, if there is no efficient mechanism and instruments facilitating trust and as a consequence ensuring safety (Chasin et al., 2018). From a consumers’ perspective, trust has the objective of assuring faith in a provider’s honesty and give the feeling of security during the transaction and use (Wirtz & Lwin, 2009), reducing uncertainty. Simultaneously, trust is also crucial for owners regarding the consumers with whom they share their product with. Owners need to trust renters that they will handle the product carefully and in extreme cases that they do not steal it. Lack of trust can turn into a great deterrent against P2P consumption forms (Tussyadiah, 2015). Trust is thought-out by some scholars as a fundamental determinant and prerequisite when joining sharing platforms (Botsman, 2012; Botsman & Rogers, 2010; Hawlitschek, Notheisen, & Teubner, 2018; Hawlitschek, Teubner, & Weinhardt, 2016). In the P2P renting context, the feeling of trust needs to be amongst both consumers, providers but also non-users so that they easily consider the option of renting.

b) Risk of Use

There are some downsides of P2P, and this is correlated with high levels of uncertainty and various risks when compared to traditional business models (Hooshmand, 2015). One of those risks is usage risk perceived by both types of user. On the one hand, the owner is afraid his good gets damaged or broke by renting it to someone he does not know, with it comes the fear of actually sharing. On the other hand, there is the renter that is afraid of actually using it because something unexpected might happen to it. To mitigate this risk, most P2P renting companies have insurance for both parties involved, and thus renters do not have to worry about

breaking some item and paying extra money, and providers are safe as the insurance would replace the broken item (Philip et al., 2015).

c) Quality of Product

Doubts about the quality and performance of the product rented can be a barrier to participate in the P2P renting economy. Users may feel sceptical and doubtful about specific products that are listed in the platform. Also, consumers may feel that a product can easily dissatisfy one's expectations. According to PwC (2015), there exist some concerns about quality uncertainty, 48% of the consumers said it was a concern for them. Hawlitschek, Teubner, et al. (2018) on their study confirm that quality and other process risk constitute a meaningful impediment to intentions in using P2P platforms. As a potential barrier to P2P usage, it is proposed the motive of quality of product, as the product listed cannot perform as expected and may not have the quality advertised.

d) Effort Anticipation

The last downside of P2P platforms is effort expectancy, this is, the idea that participating in P2P platforms involves a certain level of effort. In P2P one needs to meet and exchange the product twice during the rental period. This may demotivate consumers and providers to participate in such renting activities. Many users declared, in the context of collaborative consumption, that it would be unattainable to share goods because of distance to others and the need to plan (Gullstrand Edbring, Lehner, & Mont, 2016). Wilhelms, Henkel, et al. (2017) found out that peer-providers desire to reduce the effort required in the exchange process.

3. Methodology

3.1 Research Methods

The purpose of this study is to uncover the underlying motivations and barriers of the Portuguese consumers towards P2P renting participation, in the context of multi-goods renting platforms. Additionally, a comparison between users and non-users' motivations and barriers will be made to discover if any differences exist. Moreover, it will be analysed the openness of the Portuguese market concerning this alternative form of consumption. In light of this, both qualitative and quantitative studies were conducted, to collect data from our primary target, aged between 18 and 40 years old.

For the qualitative research, an exploratory approach was carried out to find “what is happening; to seek new insights; to ask questions and to assess phenomena in a new light” (Robson, as cited in Saunders, Lewis, & Thornhill, 2009, p.139). By conducting 15 in-depth interviews to users (renters and owners), non-users and the founders of RNTERS, one was able to obtain a more exhaustive and rich understanding of some underlying motivations and barriers of the Portuguese consumers. The primary goal of in-depth interviews was to probe the interviewee's experience, attitudes, feelings and behaviours to identify further relevant aspects regarding P2P renting platforms and RNTERS (Crimson, Leontowitsch, & Morgan, 2006). The exploratory research was then continued by a descriptive approach, by administering an online survey, to collect data from the Portuguese market and answer the research questions derived in the introduction. The principal aim of using an online survey was to determine a realistic representation of the Portuguese consumers' thoughts and behaviours (Barnham, 2015), as well as consumer profiles, motivations and barriers towards P2P renting platforms.

3.2 Research Design and Instruments

3.2.1 In-depth Interviews

The qualitative approach used has the advantage of deepening the insights of the Portuguese market and provide a thorough understanding of the research topic, as respondents opinions allow the researcher “for more precise interpretation” (Stokes & Bergin, 2006). This method not only gives extremely rich data but also grants researchers with fresh insights, as individuals can freely describe what is essential and meaningful for them. Moreover, there is

the opportunity to clarify and explain any doubts and questions that can arise during the interview, which can lead to more accurate responses and higher quality information (Steber, 2017). Nevertheless, it is also very time-consuming, and the sample is, in this case, too small to conclude anything (Boyce & Neale, 2006). Also, another handicap is the amount of information produced which makes it hard to analyse.

To further understand the motives and obstacles of both users and non-users of RNTERS, 14 semi-structured in-depth interviews were carried out, eight of the 14 interviews were conducted face-to-face ranging between 20 to 30 minutes, while the other six in-depth interviews were sent by e-mail due to location constraints. Two scripts were developed, one for the non-users and one for the users. The users' interviews (renters and owners) followed the same script, which was divided into six sections: the concept of P2P renting in general, RNTERS usage frequency and consumers, feelings and attitudes, motivations and barriers, experience, and the future of P2P renting. Four main topics were explored, the first was the Concept of P2P Renting in general, whose aim was, to explore users' existing knowledge and to seek their perception of the openness of the Portuguese market. The second part was about Feelings and Attitudes, to explore the existing attitudes and feelings towards the platform in the study. The next part was utterly focused on the Motivations and Barriers of RNTERS platform, with the goal of verifying if any driver or obstacle was escaping from the literature, and also to grasp the users experience with the platform. Lastly, the fourth part was focused on the Future of P2P Renting for one to interpret how users view the concept in the future. With the non-users' interviews, a second script was adopted which was divided into five sections: the concept of P2P renting in general, RNTERS platform, feelings and attitudes, motivations and barriers, and the future of P2P renting. The same four topics were explored but from a completely different perspective of individuals that lack knowledge about the platform in case, however, for the non-users, a brief explanation about P2P renting platforms and RNTERS platform was given. (Both scripts are in appendix 2 and appendix 3.)

3.2.2 Online Survey

The findings from the in-depth interviews as well as the literature mentioned above were used as a foundation for this quantitative research design. The online survey involves lower costs at higher speed and also gives the ability to acknowledge a higher variety of questions. Further, it is believed it allows for more reliable answers, provides a larger quantity of data as

it reaches a broader audience and there is no bias from interviewers (Malhotra, Birks, & Wills, 2007). On the opposite side, online surveys have the downside of not knowing if respondents answer honestly and accurately; there is no opportunity of clarifying doubts that may arise; and one has little control on respondents' identity (Malhotra, Nunan, & Birks, 2017).

The survey was operated using Qualtrics software, it was conducted only in Portuguese, as Portuguese consumers were the crucial focus of this study. Before the survey was launched, it was pre-tested by two students and by RNTERS founders to assess the questions' clarity, avoid potential miscomprehension of content and instructions; and check for mistakes. The data was collected between 8th and 26th of November 2018, and it was analysed using the IBM statistical software SPSS (*Statistical Package for the Social Sciences*), version 25.0. In total, the recorded responses were 254.

The structure of the survey differs from user and non-user, as the questions were placed differently but all assessed the same topics. The survey included an introductory statement, to inform participants about the purpose of the study, to offer a 10% discount at RNTERS with the condition of completing the survey, and to emphasise confidentiality and anonymity. It was divided into six major parts. In the first section, several different questions were asked to users and non-users, so that one may understand if the participant knew RNTERS; if it had used it already; which type of consumer were they; and the frequency of usage. If participants did not know RNTERS, a small explanatory text about the platform would appear and after they were asked about their willingness to participate in the platform. In the next section, one focused on assessing participants' usage situations, meaning in which situations would use or already used the platform. In the third section, one was able to evaluate the respondent's motivations and barriers for using the platform by asking them to rank in order of importance several drivers; after they were asked to rate their level of agreement on a few statements regarding some features that RNTERS lacks and P2P renting characteristics in general. The fourth part was developed to understand participants views on the future of P2P renting platforms in Portugal by expressing their level of agreement on two statements. The two last sections were designed to collect respondents' psychographics and socio-demographic characteristics. If the respondents finished the survey, they were given a discount code to use on the platform until April 2019. The entire online survey is presented in Appendix 4.

3.3 Data Collection

3.3.1 Research Sample

i) In-depth Interviews

The sample of this approach was obtained via purposive sampling and was based only on the Portuguese population (White & Rayner, 2014). It is essential to the aim of this study to divide the sample between user types as the reasons behind renters and owners' participation in this platform as well as non-users differ (Philip et al., 2015). Therefore, the sample was divided between renters, owners and non-users. In the in-depth interviews, there were five renters, four owners and five non-users. Overall there were six females (two renters, one owner and three non-users) and eight males (three renters, three owners and two non-users). The sample ages range from 21 to 33 years old, which is aligned with the existent literature review.

ii) Online Survey

The method of data collection was via a web survey questionnaire, which targets Portuguese consumers only, that have both used and not used RNTERS platform, with Internet access. This study was limited to the Portuguese population as the scope of this research is to understand their drivers and barriers towards this kind of platforms, hence foreigners were considered outliers. The survey was targeted to Portuguese with ages ranging from 18 to 40 years old, to be aligned with the literature. In order to guarantee insightful data was gathered, when distributing the survey, one needed to certificate that both users and non-users would participate. In this sense, the survey was posted and sent via private messages on Facebook, and RNTERS sent it to their users by e-mail, and also posted on their Facebook group. The survey was completed by 254 participants.

3.3.2 Measurement of Variables (Online Survey)

Future of P2P in Portugal

As a way to measure respondents attitude to the future of P2P renting goods platforms in Portugal a two-item scale was developed. A five-point Likert scale was applied that ranged between "1 – Strongly Disagree" to "5 – Strongly Agree", in order to see how respondents, view not only the future of P2P renting multi-goods platform but also in the context of Portugal. The item scales were adopted from the study of Hamari, Sjöklint, and Ukkonen (2015).

Motivations and Barriers to use P2P renting platforms

The set of motivations and barriers, derived from the literature and the in-depth interviews, that drive and prevent users and non-users from participating in P2P renting platforms were ranked from an order of importance, being the first on the list the most important motivation or barrier to respondents. This type of measurement was still not used in past P2P literature; however, several scholars support that ranking techniques are ideally suited to measure conceptions of values and individual value structures (Krosnick & Alwin, 2011). Jacoby (2011), agrees that rank-order is superior to rating as ranked values appear to be closer to the individual value structures. In this case, one needed to establish a priority among a set of motivations and barriers, and ranking is the format one needs to use according to Fabbris (2013) and Lavrakas (2008). In rankings, all alternative answers need to be considered before deciding, as such, it demands a higher attention level than ratings; nevertheless, it can lead to higher quality data (Alwin & Krosnick, 1985; Harzing, Barner-Rasmussen, Barzantny, & Davila, 2009). Alwin and Krosnick (1985) observed that ranking leads to a more significant differentiation among preferences, this was later supported by McCarty and Shrum (2000). Hence, a list of seven motivations and seven barriers were presented to respondents for them to rank in order of importance.

In order to measure the willingness to use the platform regarding existent features and when adding extra features that the platform still does not possess, a multi-item scale was developed based on the in-depth interviews. In this case, a Five-point Likert scale was used as a measurement technique, where “1” corresponds to “Strongly Disagree” and “5” to “Strongly Agree”. The items were developed from the in-depth interviews results.

3.4 Data Analysis

i) In-depth Interviews

All of the eight in-depth interviews as well as the interview with the founders were audio-recorded and were later on transcribed using data sampling, which means only some parts that were pertinent to the research were transcribed (Saunders et al., 2009, pg. 486). The other six in-depth interviews were also analysed by transcribing the most relevant information.

ii) Online Survey

As it was mentioned before, the data was interpreted by using IBM SPSS statistics 25.0. After closing the survey, one had to prepare the data for the analysis, meaning the data had to be coded and treated. Firstly, one had to disregard inadequate responses, from the 254

participants, five were foreigners, and 32 said that they would not use the platform; hence one had to delete those outliers to make the dataset appropriate to analyse. In sum, the final sample was composed of 217 respondents, with no missing values. Both univariate and multivariate techniques were implemented to analyse the data. One used frequency (absolute and relatives) and descriptive statistics (means and standard deviations) to analyse the sample characteristics and also cross tabulation to study the relationship among and between variables. It was also used inferential statistics measures. The significance level to reject the null hypothesis was $\alpha \leq .05$. According to the central limit theorem, the normal distribution of the variables' values was accepted, with samples with dimension bigger than 30. The central limit theorem "states that given a sufficiently large sample size from a population with a finite level of variance, the mean of all samples from the same population will be approximately equal to the mean of the population" (Mishra, 2018). This means that the samples all follow a normal distribution pattern. More specifically, to compare the differences in ranking order of both the motivations and barriers of RNTERS' users one ran an ANOVA Repeated Measures. The same test was conducted to verify the ranking order of motivations and barriers of the non-users. It was used a One-Way ANOVA to compare users and non-users' motivations and barriers to participate in RNTERS and a Kruskal-Wallis test to compare RNTERS' users (renters, owners and both) only. To examine the users and non-users' population thoroughly a Chi-Square Independence Test, a Binominal Test and a Fisher Test were conducted.

When the assumption of homogeneity of variances was not satisfied one used the ANOVA One-Way with the Welch test. The assumption of the Chi-Square test that there should not be more than 20% of the observations inferior to 5 was analysed. In situations where this same assumption was not met, it was used the test of the Chi-Square by the Monte Carlo simulation. The differences were analysed with the help of adjusted standardised residuals.

4. Results and Analysis

4.1 In-depth Interviews

4.1.1 Users: Owners and Renters

Although the same script was used among the two types of users, the results yielded were somewhat different. Regarding the Portuguese openness to this type of consumption, the answers diverged among users in general; some supported that it was increasing every day, mostly among the renters; while the owners were more unconfident and stated it has still much to improve.

The primary driver to participate in RNTERS lies upon monetary reasons, especially among the owners. On the renters' side, it was also mentioned the convenience and necessity. In respect to the barriers, the responses differ. In the renters' opinion, they had the feeling of constantly worrying about the possibility of damaging the product during the renting period. Hence the fear of breaking the object was the most noticed, one of the renters stated, *"I only gave a deep breath when I returned the object to the owner"*. The fact the object was not as expected concerning quality and the fear of the object not being available, were also mentioned. From the owners' perspective, the common fear was the possibility of the renter damaging their object or steal. When asked about what they dislike more about the platform, most identified the effort of having to meet twice to have access to the product and for the owner the effort of doing the ad on the platform. At the end of the interview, all the users concluded that this concept is here to stay with exponential growth on sight. One of the owners called it *"the next big thing"*. In general, the renters liked the possibility of renting something that one needs sporadically, while the owners liked the idea of monetising from underutilised objects they had at home.

When comparing the qualitative results from the user's interviews to the existent literature, one clear observes that financial benefits are the main, and in some cases, the only, reason why users participate at RNTERS and this correlates with existing literature. An interesting remark is the fact that renters cited Necessity as a motivation to use the platform, which is not indicated on the comprised results of the literature found. Therefore, in the quantitative study one added this new motivation to verify if is transversal among the Portuguese. Familiarity and Convenience were also referred to as other motives to use RNTERS, by owners and renters respectively, which are mentioned as key drivers in literature.

None of the other motivations mentioned in the literature were indicated. Regarding barriers, the Risk of Use was the most mentioned by both renters and owners, which matches with the literature specified above. Effort Anticipation was also stated by both owners and renters, as something that they do not like and can become a barrier to usage. Another concern that was not found on literature was the fact of meeting unknown people, and this was also added to the set of barriers in the quantitative method. Among owners, Lack of Trust was also highlighted.

4.1.2 Non-Users

From a non-user perspective, almost all concur that the Portuguese market is open to this type of consumption, especially among the younger generation, and also, that is increasing day after day but alerted that the market is still not that big and that Portugal is a market of trends. One non-user declared that Portugal is “*a little test tube of experiences*”. When asked about their motivation, the financial benefits were mentioned the most, either because it could be considered an extra income stream, or because it would make them save money. Besides, it was also noticed the opportunity of having certain objects that one usually would not have access to, and the convenience.

In general, they were afraid of the others breaking their objects and not getting it back. Besides, the fact the platform did not have a mobile app nor insurance were seen as obstacles. As a concern, the process of registration and the whole rental transaction needed to be easy and fast, ideally without any effort in having to meet the renter or owner. Similar to users, non-users consented that P2P renting platforms are here to stay and believe more and more people will adopt this alternative mode of consumption. Overall, the responses were positive regarding the possible future usage of the platform, but all of the respondents complained that more communication and awareness campaigns should be made among the Portuguese, as none knew the platform at all. Like the actual users, non-users saw the advantage of the possibility of having something they needed in a specific event, for a fraction of the price, without buying it; and the fact they could monetise from unutilized objects they had.

It is unmistakable that Financial Benefits is their primary motivation to participate in this platform, which is in line with many scholars. Besides Convenience and Variety Seeking, none of the other motivations, mentioned in the literature, were stated. As for their barriers and concerns, like users, Risk of Use and Lack of Trust were the most observed. Furthermore, a primary barrier for the non-users was the lack of insurance and the fact that there is no mobile app, which is not considered in the literature. The first was also added to the set of barriers.

4.2 Online Survey

4.2.1 General Sample Characteristics

From the 217 valid responses, the sample was divided into two groups: users and non-users of RNTERS. The non-users were considered to be people that did not know the platform but would be willing to participate, which accounted for 94 of the participants, and also people that know the platform but have never used it, which accounted for 80 of the participants. In total, the non-users were 174 and users were 43, from which, seven were both renters and owners; 23 were renters, and 13 were owners. In the broader picture, the sample is almost evenly distributed regarding gender, with 57.1% of females and 42.9% of males participating in the study. The majority of the respondents belong to the age group of 18-25 years old (74.2%). Most of the respondents are full-time workers (52.5%) or students (40.1%), with income concentrating in the ranges of 0-500€ (36.4%), 500-1000€ (25.3%) and 1001-1500 (24.4%). Additionally, it was important to understand the extent to which the respondents were familiarised with e-commerce and online money transactions, as participants in P2P platforms need to be comfortable with online payments and the whole online rental process. When comparing the relation between participants' experience of purchasing items online with the frequency of doing so, one could observe that 94.5% of the respondents have already purchased items online, with 40.5% of them doing it at least from three to three months, using both the computer and mobile phone to complete purchasing process (54.1%). The general sample characteristics are displayed in Appendix 5.

i) Users

In order to characterise the users' sample, one needs to look at both the socio-demographic and psychographic variables. Although a few more women are answering the survey, there are more men using RNTERS. Through the Binomial Test, one could see that the proportion of men is significantly superior to women (60.5% vs 39.5%), Binomial Test, $p = .001$. As it was showed already in the general sample characteristics, the predominant age group is again from 18-25 years old (53.5%). However, the distribution of the type of user by age groups is relatively similar $\chi^2(6) = 7.199, p = .306$. Concerning net income, there is a proportion of Owners significantly higher, in the monthly net income range of 500-1000€, $\chi^2(10) = 18.097, p = .036$. Most of the users' sample work full time (65.1%). In general, the owners are men (76.9%), with ages from 18 to 25 (53.8%), that work full-time (69.2%) with a monthly net

income between 1001-1500€ (38.5%). In general, renters are women (52.2%), with ages around 18 and 25 (60.9%), that are working full-time (60.9%) with their monthly net income being <500€ (39.1%). Appendix 6 presents the sample characterisation of each user type and the tests results.

ii) Non-Users

The non-users sample is considerably larger with 174 individuals. In the case of non-users, there is a significantly larger proportion of non-users, that do not know the platform, of the female gender, (64.5% vs 37.3%), Fisher Test, $p = .001$. Regarding the age group the distribution of both types of non-user is relatively similar, $\chi^2 (3) = 4.897, p = .203$. The same happens with net income distribution being relatively similar, $\chi^2 (6) = 7.422, p = .286$, between non-users' groups. In general, most of the respondents are women (61.5%), with ages ranging from 18 to 25 years old (79.3%). The most substantial part of this sample is either full time working (49.2%) or a student (42.5%), with monthly net incomes, concentrating mainly on <500€ (37.4%) and 500-1000€ (28.7%). Appendix 7 presents the non-users sample characterisation and the tests results.

4.2.2 Future of P2P in Portugal

i) Users

Two statements were presented to assess the future of P2P object renting platforms and the openness of the Portuguese market, where respondents had to state their level of agreement. The users were confident regarding the statement about the future of object consumption happening through P2P renting platforms, as 41.9% agreed and 37.2% totally agreed. The mean was 4.14 which meant in general users agreed with the statement “The future of object consumption is on the usage of P2P platforms”. Nevertheless, opinions diverged when considering the openness of the Portuguese market towards this type of consumption, with the mean being 3.16, which meant they neither agreed nor disagreed (See Appendix 8).

ii) Non-Users

When non-users were asked how they view the future of object consumption through P2P platforms, 48.3% agreed with the statement. The mean was 3.68, which shows that non-users neither agree nor disagree with the statement. When asked about the Portuguese market

openness the opinions were more diverged, as one can see from the mean (mean = 3.00), which suggests they neither agree nor disagree with the statement (See Appendix 9).

4.2.3 General Motivations and Barriers

i) Users

Users had to rank a set of motivations and barriers in order of importance, meaning the first option would be their biggest motivation or barrier. This means that the variable with the lowest mean is considered to be their major motivation or barrier. To obtain these results, an ANOVA Repeated Measures was used. The ranking of users' motivations is statistically significantly different, ANOVA repeated measures $F(4.173, 175.258) = 29.648, p = .001$. In other words, the degree of importance they attribute to the first motivation is significantly different from the rest of the motivations; the degree of importance they attribute to the second motivation is significantly different from the rest of the motivations, and so on. Therefore, users rank in first place Financial Benefits (mean = 2.14) and in last Community Belonging (mean = 6.19). Only the differences in the means between Environmental Sustainability and Convenience ($p = .085$) and between Environmental Sustainability and Familiarity ($p = .286$), were not significant. This means Financial Benefits were their principal driver to participate at RNTERS. Followed by Necessity (mean = 2.81) and Convenience (mean = 3.35).

Looking at the barriers, the users rank is significantly different, ANOVA repeated measures $F(6, 252) = 16.330, p = .001$. Hence, they rank in first place the Risk of Use (mean = 2.00), and in last the Meet a Stranger (mean = 5.37). Meaning that Risk of Use is their biggest concern, followed by the Effort Anticipation (mean = 3.74) and the Lack of Insurance (mean = 3.79). Only the differences between Lack of Trust and Quality of the Product ($p = .120$), between Lack of Trust and Effort Anticipation ($p = .304$), between Lack of Trust and Lack of Insurance ($p = .2675$); and between Meet a Stranger and Not Having the Object Available ($p = .7205$) are not significantly. This top motivations and barriers are aligned with the fact that users claimed they would use more the platform if RNTERS had an insurance option (mean = 4.28), and a home delivery service (mean = 4.12). They would also enjoy having an MBWay system (mean = 4.53) and a review section of the users and products (mean = 4.33). In Appendix 10, Table 1 shows the means and standard deviations of users' motivations and barriers.

ii) Non-Users

Non-users had also to rank the same number and items of motivations and barriers, hence an ANOVA Repeated Measures was used. The ranking of non-users regarding motivations is significantly different, ANOVA repeated measures $F(5.206, 900.576) = 173.590, p = .001$. In this sense, they rank in first place Financial Benefits (mean = 2.03) and in last Community Belonging (mean = 6,11). Every difference in the mean is statistically significant. On the motivations side, like the users, the non-users see Financial Benefits as their principal motivation to participate in the platform (mean = 2.03), followed by Necessity (mean = 2.67) and Convenience (mean = 3.27). Regarding the barriers, the ranking order is also statistically significantly different, ANOVA repeated measures $F(4.832, 836.021) = 119.459, p = .001$. Hence, they rank in first place Risk of Use (mean = 2.80) and in last Not Having the Object Available (mean = 7.16). As in the motivations, all the differences in the means are statistically significant. As one can see the Risk of Use is their biggest concern (mean = 2.80). Also with the lowest means are Lack of Trust (mean = 3.54) and Effort Anticipation (mean = 4.28). Understandably, non-users would like to see a review section of users and products (mean = 4.53), as they do not know the platform, and to have an MBWay system (mean = 4.33) in place. As the users, they would use the platform if it had an insurance option (mean = 4.15) and a home delivery service (mean = 4.08). In Appendix 10, Table 2 shows the means and standard deviations of non-users' motivations and barriers. On the next section, one will discover if there are any differences regarding motivations and barriers among the three different groups and if they attach more value to individual drivers or not.

4.2.4 Differences in Motivations and Barriers

i) Motivations between User Types

It is vital to this study to comprehend if the motivations of owners and renters are the same or if there is any difference in their motivations structure, towards the platform. For this comparison, a Kruskal-Wallis Test was conducted. When comparing the three different user groups, one finds the following statistically significant differences between Owners, Renters and Both:

Table 1. Motivations: Renters, Owners and Both

	Owner		Renter		Both		χ^2_{KW}
	M	SD	M	SD	M	SD	
Financial Benefits	1.62	0.768	2.61	1.50	1.57	0.98	5.657

Environmental							
Sustainability	3.46	1.808	4.52	1.41	3.57	1.62	3.829
Sense of Community	5.69	1.548	6.52	0.90	6.00	1.41	2.201
Convenience	4.31	1.601	2.78	1.24	3.43	1.62	7.379*
Necessity	4.38	1.660	1.78	1.17	3.29	1.98	17.594***
Variety Seek	5.38	1.660	5.04	1.69	5.57	1.27	0.672
Familiarity	3.15	1.819	5.09	1.24	4.57	1.72	10.077**

* $p < .05$ ** $p < .01$ *** $p < .001$

Table 1, presents the different means of each user group regarding the seven motivations. In terms of Convenience, $\chi^2 (2)_{KW} = 7.379$, $p = .025$, renters attach a statistically significant higher degree of importance in this dimension than the owners (2.78 vs 4.31). Respecting Necessity, $\chi^2 (2)_{KW} = 17.594$, $p = .001$, renters also allocate a higher degree of importance that is statistically significant than the owners (1.78 vs 4.38). Familiarity with the Platform, $\chi^2 (2)_{KW} = 10.077$, $p = .006$, the owners in this dimension give a statistically significant higher degree of importance than renters (3.15 vs 5.09). This means, that renters give more importance to Necessity and Convenience than owners, while owners give more importance to Familiarity with the Concept and Platform. If one observes from table 1, owners are more motivated financially (mean = 1.62), while renters are more motivated by necessity (mean = 1.78). A graph is shown in Appendix 11 of the motivations per user type (Figure 1).

ii) Barriers between User Types

On the same note as the section above, it is paramount to this study to comprehend if the barriers and concerns of owners and renters are the same or if there is any difference in their barriers structure, towards the platform. A Kruskal-Wallis Test was used to analyse these differences. When compared the type of user in RNTERS regarding the barriers towards the platform usage, the following statistically significant differences were found:

Table 2. Barriers: Renters, Owners and Both

	Owner		Renter		Both		χ^2_{KW}
	M	DP	M	DP	M	DP	
Risk of Use	2.38	.96	1.57	1.08	2.71	1.98	9.679**
Lack of Trust	3.31	1.18	4.70	1.43	3.86	1.86	8.070*

Quality of Product	5.69	.95	4.04	1.74	5.43	.98	8.477*
Effort Anticipation	3.00	1.47	4.17	2.21	3.71	2.06	2.770
Meet a Stranger	6.00	1.47	5.04	1.85	5.29	1.38	2.456
Lack of Insurance	3.62	2.47	4.13	1.77	3.00	2.24	2.388
Not having the Object Available	6.31	1.49	4.35	1.90	6.00	1.83	9.363**

* $p < .05$ ** $p < .01$ *** $p < .001$

The statistically significant differences are in the Risk of Use, $\chi^2_{KW}(2) = 9.679$, $p = .008$, where renters give a degree of importance significantly higher than the owners (1.57 vs 2.38). Concerning Lack of Trust, $\chi^2_{KW}(2) = 8.070$, $p = .018$, the owners in this dimension attach a degree of importance that is significantly higher than the renters (3.31 vs 4.70). In terms of Quality of the Product, $\chi^2_{KW}(2) = 8.477$, $p = .014$, and Not Having the Object Available, $\chi^2_{KW}(2) = 9.363$, $p = .009$, renters award a degree of importance significantly higher than the owners (4.04 vs 5.69 and 4.35 vs 6.31, respectively). In sum, renters are more concerned, about Risk of Use than the owners, as they are the ones that use the object that is not theirs, and hence have an extra responsibility towards the object. Also, in line is the Quality of the Product and Not Having the Object Available, which are barriers that affect only the renters in this platform. The owners, on the other hand, give more importance to the barrier Lack of Trust, as they rent their object to someone they do not know and have not seen before. From table 2 it can be seen, that the owners also rank higher Effort Anticipation (mean = 3.00). A graph is shown in Appendix 11 of the barriers per user type (Figure 2).

iii) Motivations between Users and Non-users

As P2P renting platforms is a novelty in Portugal, it is interesting to understand the differences in the motivations between people that used the platform already and the ones that have never used it. A One-Way ANOVA was conducted to compare the three groups of participants, users, non-user that knows the platform but never used it and the non-user that had never heard about the platform. When one compares the motivations between users and non-users to participate in the platform, the following statistically significant differences are encountered:

Table 3. Motivations: Users and Non-Users

	User		Non-user, knows the platform		Non-user, does not know the platform		F
	M	SD	M	SD	M	SD	
Financial Benefits	2.14	1.32	2.33	1.33	1.79	1.15	4.096*
Environmental Sustainability	4.05	1.62	3.69	1.67	3.77	1.58	0.711
Sense of Community	6.19	1.24	6.25	1.16	6.00	1.24	0.975
Convenience	3.35	1.54	3.11	1.44	3.40	1.28	1.000
Necessity	2.81	1.85	2.69	1.71	2.66	1.52	0.131
Variety Seek	5.23	1.60	4.51	1.46	4.40	1.39	5.019**
Familiarity	4.42	1.71	5.51	1.49	5.99	1.32	16.956***

* $p < .05$ ** $p < .01$ *** $p < .001$

Table 3 presents the level of importance users and non-users attributed to each variable of the motivations set, and one can see the differences. Concerning Financial Benefits, $F(2, 214,) = 4.906, p = .018$, the non-users that do not know the platform value significantly more Financial Benefits than the users that know but never used the platform before. Variety Seeking, $F(2, 214,) = 5.019, p = .007$, is significantly more valued by non-users in general than users. When looking at Familiarity, $F(2, 214,) = 16.956, p = .001$, the users value significantly more than the non-users, which makes sense as they know the concept and the platform. A graph is shown in Appendix 11 comparing the three groups regarding motivations (Figure 3).

iv) **Barriers between Users and Non-users**

In the same light as motivations, differences in barriers and concerns were also compared among the three groups. The One-Way ANOVA test was also used in this case. Regarding the barriers, except “Effort Anticipation”, the differences are all statistically significant ($p \leq .001$):

Table 4. Barriers: Users and Non-Users

	User		Non-user, knows the platform		Non-user, does not know the platform		F
	M	SD	M	SD	M	SD	
Risk of Use	2.00	1.291	3.98	1.52	1.81	1.03	60.061***
Lack of Trust	4.14	1.537	4.45	1.62	2.76	1.37	31.021***
Quality of Product	4.77	1.616	5.68	1.43	3.90	1.54	30.711***
Effort Anticipation	3.74	2.013	4.00	2.04	4.51	1.88	2.749
Meet a Stranger	5.37	1.691	5.78	1.73	4.79	1.64	7.506***
Lack of Insurance	3.79	2.065	8.15	0.51	4.35	1.90	252.587***
Not having the Object Available	5.21	1.971	8.30	1.82	6.18	1.29	50.353***

* $p < .05$ ** $p < .01$ *** $p < .001$

As one can observe, table 4 shows the different levels of importance that these three groups attribute to the seven different barriers. Interestingly, the barriers of Risk of Use, $F(2, 104.536) = 60.061, p = .001$, and Lack of Insurance, $F(2, 83.867) = 252.587, p = .001$, the significant differences are between the users and the non-users, that know the platform; and between both non-users' groups (Non-user, knows the platform and non-user, does not know the platform). In terms of Quality of Product, $F(2, 109.516) = 30.711, p = .001$, and Not Having the Object Available, $F(2, 99.198) = 50.353, p = .001$, the differences are all statistically significant. Concerning, Lack of Trust, $F(2, 108.908) = 31.021, p = .001$, the differences are significant between the users and the non-users, that do not know the platform; and between both non-user groups. The differences that are significant of the barrier Meet a Stranger, $F(2, 111.314) = 7.506, p = .001$, is only between the non-user groups. A graph is shown in Appendix 11 comparing the three groups concerning barriers (Figure 3).

5. Discussion

The core focus of this research is to understand what are the motivations and barriers the Portuguese population has towards P2P object renting platforms, specifically RNTERS, and to interpret the importance of each of these drivers and obstacles on users and non-users. In the following section, conclusions, managerial implications, limitations and opportunities for future research will be considered and discussed. The research questions placed in the beginning are going to be answered in the next section.

5.1 Conclusions

The term “sharing economy” has been scaling-up, revolutionising many industries and transforming into a spellbinding phenomenon. Nonetheless, P2P object renting practices are still a very new concept for Portuguese consumers, and due to the platforms specific characteristics, lack of platforms available, and lack of communication, there is still many usage reservations existing and a lack of knowledge by non-users towards this type of platforms. Hence, there is a need for a deeper understanding of what motivates and demotivates consumers to participate in P2P object renting platforms, since this type of research has been lacking. This study provides and contributes to the research on motivations and impediments of P2P object renting platforms by analysing both users (renters and owners) and non-users of the Portuguese start-up, RNTERS, in Portugal.

Firstly, one needed to comprehend if Portugal is open to this alternative way of consumption and how Portuguese view P2P renting platforms in the future. From the results, mentioned above, it was clear that there is still a big hesitation towards the openness of the Portuguese market to renting, as a way of consumption, among both users and non-users. It can be deduced from their answers, that respondents are doubtful that Portugal is ready to adopt renting and leave ownership behind. However, regarding the future, users were more assured that the usage of P2P renting platforms would be the future concerning object consumption, while non-users were still reluctant about this topic.

Differently from what Hellwig, Morhart, Girardin, and Hauser (2015) concluded about gender differences regarding willingness to share, the findings from this research show that the proportion of men using RNTERS is superior to women. Concerning age, the study also concludes that people between 18 to 25 years old are more prone to use this type of platforms,

which is aligned with past literature (Böcker & Meelen, 2017; Hellwig et al., 2015). According to the user type, the renters are similarly distributed between gender; however, the owners are mainly men. From the interview with RNTERS founders, they had mentioned this distinction between renters and owners; and from this study, it proves to be right.

The findings of respondents' motivations and barriers, clarify the importance of the different drivers and impediments among users, renters and owners; and non-users. Therefore, the research questions introduced at the beginning can be answered. Looking closely into the type of user at RNTERS and their motivations and barriers, one can observe differences. For renters, the motivations that have a higher degree of importance are Necessity, Financial Benefits and Convenience. Surprisingly, Necessity has not been considered a motivation in past literature, and in this study, it has been one of the top motivations of both users and non-users. This factor is of significant importance, as respondents see the opportunity of using certain objects that they desire in certain sporadic moments of their life's without buying them, as a driver to participate at RNTERS.

On the other hand, for owners, the motivations with higher degree of importance are Financial Benefits, Familiarity with the Platform and Environmental Sustainability. In general, the owners are the most economically motivated to participate in RNTERS, when compared with others; and give more importance to familiarity with the platform than renters. Renters, on the other side, are driven for self-benefit motives, necessity and convenience, and they attribute more importance to these variables. The barriers of renters towards RNTERS is first and above all the Risk of Use, with Quality of the Product and Lack of Insurance coming after as second and third biggest concerns, respectively. For the owners, the Risk of Use is also their primary concern, followed by Effort Anticipation and Lack of Trust. However, it was noticed that renters give more importance to Risk of Use and Quality of the Product than owners, which makes sense. While owners, give more importance to Lack of Trust. Several similarities were identified among the motivations and barriers of users and non-users. Non-users' motivations are the same as renters, however different levels of importance are attached to each motivational factor. For example, non-users that do not know the platform value more Financial Benefits than non-users that know the platform. Nonetheless, concerning the barriers, non-users' give more importance to Risk of Use, Lack of Trust, and Effort Anticipation.

Respondents seem to, generally, be driven by utilitarian and rational reasons. Users, as well as non-users, are moved essentially by economic and self-benefit motives. Renters perceive they can save money by avoiding buying an object they would not use frequently and accessing one for a fraction of the price; while the owners realise they can earn money from

objects they do not use. Interestingly, for all, their major concern is the Risk of Use; the risk of using an object that is not theirs, in case of renters; and the concern of receiving the object damaged or not exactly the way they hand over to the other person, in case of the owners. Lack of Trust is much more critical to non-users than users; this may be because they have not yet experienced the platform and are more sceptical about the functioning of the entire rental process. Lack of insurance and Meeting a Stranger were also not addressed by scholars, being concerns among non-users and some renters. Curiously, Sense of Community was the motivation with least importance for participating in RNTERS for all participants, contrarily to other researches. In conclusion, this research set out to determine the underlying motivations and barriers to engage in RNTERS, which one was able to scrutinise by user type, including non-users, as it is mentioned above.

5.2 Managerial Implications

Users are the core pillar of P2P renting platforms, as they are the ones that make the system function, generating revenue for the platform. It is believed that the success of a P2P renting platform is driven by the ability of managers to captivate both renters and owners through their participation motives (Wilhelms, Merfeld, et al., 2017). This study, in particular, increases RNTERS founders' awareness about their users and non-users' motivations and barriers towards their platform. Having a more in-depth knowledge of their users and non-users underlying motives and deterrents can allow RNTERS managers to excel their unique value proposition by emphasizing the user-relevant benefits that can be gained through engaging in their platform. Not to mention, that an explicit value proposition and enhanced communication of the positive consequences people would benefit from, is central to reach out to untouched audiences.

Additionally, these perspectives of consumers are crucial for P2P managers in general, as they can focus their attention to successfully do a market segmentation and target their audience accordingly, by identifying several customer segments and build bespoke marketing campaigns to the different targets. In order for RNTERS to thrive in the future, they should focus on strategic partners, such as insurance companies and home delivery companies. By doing so, they would mitigate usage risk concerns, as it is the principal barrier respondents had. Plus, effort anticipation is also seen as a barrier and could be diminished with home delivery companies or the development of a mobile app, for example. Based on the findings, one could observe that the Lack of Trust towards other users and the functioning of the platform is

considered to be a significant deterrent, especially for non-users. In order to reduce this, and consequently increase participation and customer base, RNTERS need to develop efficient trust-building mechanisms, such as ratings and user profiles with pictures, mechanisms already in place on other P2P platforms (EU, 2017; Teubner, 2014).

5.3 Limitations and Future Research

The results of this study contribute to the understanding of drivers and deterrents of P2P renting platforms; however, with some limitations that need to be addressed. Firstly, one of the main limitations of this research was the considerable lack of academic literature concerning P2P object renting platforms and consumers' motivations and barriers regarding this sector of P2P economy. This limited the study to not having an actual base of comparison since the motivations and barriers vary across the sectors of P2P platforms (Böcker & Meelen, 2017). In complement with the first limitation, this study should have used the same measurement scales and models as past papers in order to test and compare their conclusions, although the sectors were different and were mainly about car-sharing and accommodation sharing. Hence, future research can be based on these studies and used them as a foundation, adapting their measurement scales into the sector in case, so that contrasts can be made and verified. It can also be further verified the factors that emerged from the qualitative approach and are not mentioned in past literature, such as necessity and lack of insurance.

Another limitation is related to the studied sample as it was restraint to Portuguese participants. Differences in awareness, attitude towards objects, culture, adoption of P2P object renting services may influence the motivations and barriers for engaging in RNTERS. Due to the lack of literature of Portuguese consumers, many studies have yet to be made regarding P2P motivations and barriers within other sectors that are more commonly known and used in Portugal as accommodation and car-sharing. This would help to test and verify the motivations and barriers in different contexts in order to support the applicability of the scale used and possible generalised the results obtained in this study.

Although, this paper studies the participants' major motivations and deterrents, it does not know if these factors would influence their actual behaviour and satisfaction. With that in mind, a future direction of study can be to examine if these motives and barriers affect consumer behaviour, attitude and satisfaction towards P2P object renting platforms; and test their overall influence on the participation decision. All in all, there is still much research to be conducted in order to shed light on this arising trend, that is considered to be changing consumer

behaviour. The findings of this investigation provide P2P renting platform founders and marketers with some insights into P2P object renting and establishes the foundation for future research on this “what is mine can be yours for a short period” phenomenon.

Appendices

Appendix 1 - Founders Interview Script

1. Did you use any type of literature to do your market study?
2. In which business model did you base your business?
3. What is the evolution of sales since the beginning?
4. In your perspective, who is your target of renters (gender, age, income, other characteristics)?
5. In your perspective, who is your target of owners (gender, age, income, other characteristics)?
6. Do you have any knowledge of people's motivations?
7. And of the concerns, risks and obstacles?
8. Which are your biggest obstacles (in order to grow, get to more people)?
9. Which are the biggest critiques towards your platform?
10. Which type of consumer do you have more difficulty to find and attract? How do you reach them?
11. Do you have more owners or more renters? Why do you think this happens?
12. Do you have any knowledge of any specificity/ distinction in the Portuguese market regarding objects (do you rent more cameras or more sport material)? And targets?
13. Which objects do you think you rent more?
14. What are you thinking of doing to attract more consumers (both renters and owners)?

Appendix 2 – User's Interview Script

Name:

Age:

Type of consumer (Renter, Owner, Both):

How do you characterize yourself regarding consumption (over-consumerist, medium, low)?

Concept of P2P renting

1. For you, what is that it interests you the most about P2P renting?
2. Do you think the Portuguese market is open to this type of consumption? Why?
3. What type of platforms do you know that are P2P renting, besides RNTERS? And have you used them?
4. What type of consumers are you in these platforms?

RNTERS Usage Frequency and Consumers

5. Do you see yourself being another type of consumer (reasons why providers only rent out their products, reasons renters chose only to rent), why aren't you yet?
6. How many times have you used the platform since registering? (How many times did you rent your stuff) When was the last?
7. What objects have you put to rent or rented at RNTERS?

Feelings and Attitudes

8. Why did you sign up at RNTERS?
9. Describe your first experience at RNTERS
10. How did you feel when meeting the renter/owner?
11. What were your thoughts and feelings about your first experience at RNTERS? And on the second?
12. Did these thoughts and feelings change after? How, why?
13. What situations prompt you to want to rent/ put to rent?

Motivations and Barriers

14. What were your main motivations to use this platform? Why do you use the platform?
15. Initially, did you had any fears? (trust, safety, other risks). Do you still have?

Experience

16. What do you like more about RNTERS?
17. What do you dislike the most about RNTERS?
18. Did you already have a bad experience?
19. Is there anything missing from the website from your perspective?
20. Is there something that you would add to the website (layout, info, mechanisms) or that can be improved in order for you to use it more?
21. Are there any services you would like to add to the site to make it better for (concerns, negative points about the website or experience listed above, or to the website in general)?

Future of P2P

22. Do you think it is a trend concept or is it here to stay?

23. What do you think it would attract people to adhere to this mode of consumption?

Appendix 3 – Non-User’s Interview Script

Name:

Age:

How do you characterize yourself regarding consumption (over-consumerist, medium, low)?

Concept of P2P renting

1. For you, what is that it interests you the most about P2P renting? If it does at all
2. Do you think the Portuguese market is open to this?
3. Would you be willing to participate? Did you already? Why?
4. What type of consumer would you be? (Renter, owner, both, none)

[Explain RNTERS, what they do, what they rent, show the website]

Feelings and Attitudes

5. Would you be willing to participate at RNTERS? Why?
6. What type of consumer would you be? Why?
7. What are your thoughts and feelings about RNTERS, from what you heard/see?
8. What situations would prompt you to want to rent/ put to rent?
9. What type of objects would you rent/ or rent out in this platform?

Motivations and Barriers

10. What are the obstacles and concerns preventing you to use it?
11. What would motivate you to participate? Why would you use the platform?

RNTERS platform

12. Do you think there is missing something or something that can be improved from the website in order for you to use the platform?
13. Are there any services you would like to add to the site to make it better for you to use (concerns, negative points about the website or experience listed above, or to the website in general)?

Future of P2P

14. Do you think it is a trend concept or is it here to stay?

15. What do you think it would attract people to adhere to this mode of consumption?

Appendix 4 – Online Questionnaire

Dear "Rnter", "Owner" and participant, welcome!

I am a master student from Católica-Lisbon University and the following questionnaire is part of my master thesis, hence your answers are crucial. This questionnaire is about P2P platforms and RNTERS; and has the goal to understand your motivations and barriers when using this type of platforms. **It will take approximately 5 to 7 minutes to be completed.** The information given will be strictly confidential and anonymous, and it will be used exclusively for the purpose of this study. By completing the survey, you will win 10% discount at RNTERS to use on your next rental! Get to know how, only at the end ;) Thank you so much for your participation, availability and time during the survey.

Thank you once again!

Inês de Castro Martins

Start of Block: Frequência e Consumidor

Q1. Are you Portuguese?

Yes (1)

No (2)

Skip To: End of Survey If Q1 = No

Q2. Do you know the platform RNTERS?

Yes (1)

No (2)

Display This Question:

If Q2 = No

Q3.

RNTERS is an online renting platform of any type of objects (except cars, houses and services).

In this platform, you can monetise your own objects that you do not use daily or rent any object for a fraction of the buying price.

- It is an alternative to ownership of goods
- The platform only establishes the first contact between the renter and the
- The platform gets a 20% commission fee
- The owners are responsible to publish the ad of their products
- Free registration
- No deposit system
- Payment made through the platform
- The platform does not offer insurance for their users, but guarantees that the owners are safeguarded in case of damage or theft
- There are 2 types of consumer: the Rnter (person that rents objects from others) and the Owner (person that puts their own object to rent)

Get to know more: www.rnters.com/pt

Display This Question:

If Q3 Is Displayed

Q15. Would you be willing to participate in RNTERS?

Yes (1)

No (2)

Skip To: End of Survey If Q15 = No

Display This Question:

If Q2 = Yes

Q17. Have you used the platform RNTERS?

Yes (1)

No (2)

Display This Question:

If Q17 = Yes

Q3. How many times have you used the platform RNTERS?

- Once (1)
 - Twice (2)
 - More than twice (3)
-

Display This Question:

If Q3, Once Is Displayed

Q2. What type of consumer are you in RNTERS?

- "Owner" (1)
- "Rnter" (2)
- Both (3)

Start of Block: Situações de Uso

Display This Question:

If Q2 , Is Displayed

Q19. In which situations did you used the platform? (You can select various options)

- Necessity (1)
- To experiment the platform (2)
- To experiment a product that I do not have (3)
- Convenience (4)
- Objects I have at home without being used (6)
- Other: (5) _____

Display This Question:

If Q15 = Yes

Q20. In which situation would you use the platform? (You can select various options)

- Necessity (1)
- To experiment the platform (2)
- To experiment a product that I do not have (3)
- Convenience (4)
- Objects I have at home without being used (6)
- Other: (5) _____

Start of Block: Motivações e Barreiras

Q14. Rank, in order of importance (being the first option your biggest motivation), your motivations for participating in RNTERS?

- _____ Financial Benefits (Save Money and Gain Money) (1)
- _____ Environment Sustainability (2)
- _____ Belonging in a Community (3)
- _____ Convenience (temporary access to a product without the burdens of ownership and free of having objects taking space without being used) (4)
- _____ Necessity (5)
- _____ Variety Seeking of Products (6)
- _____ Familiarity with the Platform/Concept (7)

Display This Question:

If Q19 , To experiment the platform Is Displayed

Q15. Rank, in order of importance (being the first option your main concern/risk/fear), your concerns/risks/fears when using the platform?

- _____ Risk of using (damaging the object or receiving your object damaged) (1)
- _____ Lack of Trust on people (2)

- _____ Quality of the object (being inferior as expected or wrongly advertised) (3)
- _____ Effort anticipation (do the add, meet the people) (4)
- _____ Meeting an unknown person(5)
- _____ Not having insurance (6)
- _____ Not having the object available (7)
- _____ I Do Not Have (8)

Display This Question:

If Q20 , Necessity Is Displayed

Q39. Rank, in order of importance (being the first option your main concern/risk/fear), what concerns/risks/fears you would have when using the platform?

- _____ Risk of using (damaging the object or receiving your object damaged) (1)
- _____ Lack of Trust on people (2)
- _____ Quality of the object being inferior as expected (3)
- _____ Effort anticipation (do the add, meet the people) (4)
- _____ Meeting an unknown person(5)
- _____ Not having insurance (6)
- _____ Not having the object available (9)
- _____ Other: (8)
- _____ Do not have (7)

Display This Question:

If Q15 [Trust people] , Is Displayed

Q22. Having into consideration RNTERS platform features, please indicate to what extent you agree with the following statements:

- | | | | | |
|----------|----------|-----------|----------|-----------|
| Totally | Disagree | Neither | Agree(4) | Totally |
| Disagree | (2) | Agree Nor | | Agree (5) |
| (1) | | Disagree | | |
| | | (3) | | |

If RNTERS had a home delivery service

I would use more the platform. (1)

If RNTERS had a mobile app I would use more the platform.

platform.

If RNTERS offered discounts/special vouchers I would use more the platform (3)

platform (3)

If RNTERS had a rental insurance I would use more the platform.

platform.

I do not mind meeting with strangers. (5)

I would like to see more variety on the platform. (6)

platform. (6)

I do not mind having to do the ad of my object (7)

I value having an MBWAY system (8)

I value having help to define my rental prices (9)

prices (9)

I would like to see a feedback/reviews section of products

and users. produtos e
dos usuários (10)

Display This Question:

If Q39 [Trust people] , Is Displayed

Q40. Having into consideration RNTERS platform features, please indicate to what extent you agree with the following statements:

	Totally Disagree (1)	Disagree (2)	Neither Agree nor Disagree (3)	Agree (4)	Totally Agree (5)
If RNTERS had a home delivery service I would use the platform (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If RNTERS had a mobile app I would use the platform (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If RNTERS offered discounts/special vouchers I would use the platform (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If RNTERS had a rental insurance I would use the platform.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do not mind having to meet up with strangers. (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like to have variety of products. (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I would not mind having to do the ad of my object (7)

I would value having an MBWAY system (8)

I would value having help to define my rental prices (9)

I would like to see a feedback/reviews section of products and users. (10)

Start of Block: P2P Renting in Portugal

Q24. Please indicate to what extent do you agree with the following statements:

	Totally Disagree (1)	Disagree (2)	Neither Agree nor Disagree (3)	Agree (4)	Totally Agree (5)
The future of object consumption is on the use of P2P renting platforms (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

The Portuguese Market is open to this type of consumption (renting objects instead of buying) (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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Start of Block: Psychographics

Q25. What are your interests? (You can select various options)

- Management and Businesses (1)
- Entertainment (2)
- Family and Friends (3)
- Fitness and Well-being (4)
- Food and Beverages (5)
- Activities and Hobbies (6)
- Fashion and Shopping (7)
- Sports and Outdoor Activities (8)
- Technology (9)

Q26. Do you consider to be a person
 (Being 0 = not at all; 10 = a lot)

Not at All (0) Medium (5) A Lot (10)

0 1 2 3 4 5 6 7 8 9 10



Trend Seeker ()



Likes to Travel ()



Q27. Having into consideration your personality, please indicate to what extent do you agree with the following statements:

	Totally Disagree (1)	Disagree (2)	Neither Agree nor Disagree (3)	Agree (4)	Totally Agree (5)
I like to experiment new platforms (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I experiment new things after my friends/family recommend me (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I value convenience (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I always use platforms I know (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I prefer to buy rather than rent (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I value a lot price (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q28. Have you already bought objects online?

- Yes (1)
- No (2)

Skip To: End of Block If Q28 = No

Display This Question:

If Q28 = Yes

Q29. How many times do you usually buy objects online?

- At least once a week (1)
- At least once a month (2)
- At least from 3 to 3 months (3)
- At least once a year (4)

Q30. What device do you usually use to actually buy the product (check-out process)?

- Computer (1)
- Mobile Phone (2)
- Both (3)

Start of Block: Demographics

Q32. How old are you?

- 18 - 25 (1)
- 26 - 30 (2)
- 31 - 35 (3)
- 36 - 40 (4)

Q33. What is your gender?

- Female (1)
- Male (2)

Q34. What is the highest degree or school level you have completed?

- Basic Education (1)

- High School (2)
- Bachelor's degree (3)
- Master's degree (4)
- PhD (5)
- MBA (6)
- Other (7)

Q35. What is your current occupation?

- Student (1)
- Full-time worker (2)
- Part-time worker (3)
- Unemployed (4)
- Other (5)

Q36. What is your marital status?

- Single (1)
- Married (2)
- Divorced (3)

Q37. Please indicate your monthly net income

- < 500€ (1)
- 500 - 1000€ (2)
- 1001 - 1500€ (3)
- 1501 - 2000€ (4)
- 2001 - 2500€ (5)

- 2501 – 3000€ (6)
- 3001 - 3500 € (7)
- > 3500€ (8)

Start of Block: End of Survey

Thank you so much for your participation!

You won 10% discount at RNTERS! Use the code: “Ajudem a Inês” and receive your 10% discount on your next rental! You have until April 1st of 2019 to use it.

Find out more about RNTERS at www.rnters.com/pt !

PS – Click on the final arrow to complete!

Appendix 5 – General Sample Characteristics (N = 217)

	N	%
Age		
18-25	161	74.2
26-30	39	18.0
31-35	9	4.1
36-40	8	3.7
Gender		
Female	124	57.1
Male	93	42.9
Education		
High School	20	9.2
Bachelor	101	46.5
Master	94	43.5
MBA	1	0.5
Other	1	0.5
Occupation		
Student	87	40.1
Full-time Worker	114	52.5
Part-time Worker	7	3.2
Unemployed	7	3.2

Other	2	0.9
Civil State		
Single	202	93.1
Married	13	6.0
Divorced	2	0.9
Monthly Net Income		
<500€	79	36.4
500-1000€	55	25.3
1001-1500€	53	24.4
1501-2000€	17	7.8
2001-3000€	5	2.3
3001-3500€	3	1.4
>3500€	5	2.3

Have you already bought online products?	Yes 94.5%	No 5.5%
How frequently do you buy products online?		
At least once a week	2.4%	
At least once a month	28.8%	
At least from 3 to 3 months	40.5%	
At least once a year	28.3%	
What device do you use to complete the purchase (check-out process)?		
Computer	37.1%	
Mobile Phone	8.8%	
Both	54.1%	

Appendix 6 – Users Sample Characteristics (N = 43)

	N	%
Age		
18 - 25	23	53.5
26 - 30	11	25.6
31 - 35	5	11.6

36 – 40	4	9.3
Gender		
Female	17	39.5
Male	26	60.5
Education		
High School	8	18.6
Bachelor	18	41.9
Master	16	37.2
MBA	1	2.3
Occupation		
Student	13	30.2
Full-time Worker	28	65.1
Part-time Worker	2	4.7
Civil State		
Single	38	88.4
Married	5	11.6
Monthly Net Income		
< 500€	14	32.6
500 - 1000€	5	11.6
1001 - 1500€	15	34.9
1501 - 2000€	7	16.3
2001 - 3000€	1	2.3
> 3500€	1	2.3

	Renters (N = 23)		Owners (N = 13)	
	N	%	N	%
Age				
18 - 25	14	60.9	7	53.8
26 - 30	3	13.0	4	30.8
31 - 35	4	17.4	1	7.7
36 – 40	2	8.7	1	7.7
Gender				
Female	12	52.2	3	23.1

Male	11	47.8	10	76.9
Education				
High School	3	13.0	3	23.1
Bachelor	10	43.5	6	46.2
Master	10	43.5	4	30.8
Occupation				
Student	7	30.4	4	30.8
Full-time Worker	14	60.9	9	69.2
Part-time Worker	2	8.7	0	0
Civil State				
Single	20	87.0	12	92.3
Married	3	13.0	1	7.7
Monthly Net Income				
< 500€	9	39.1	3	23.1
500 - 1000€	1	4.3	4	30.8
1001 - 1500€	8	34.8	5	38.5
1501 - 2000€	5	21.7	1	7.7

Binomial Test

		Observed	Exact Sig. (1-		
Category		Prop.	Test Prop.	tailed)	
Gender?	Group 1 Female	17	.395	.605	.004**
	Group 2 Male	26	.605		
	Total	43	1.000		

** $p < .01$

Crosstabulation

Please indicate your monthly net income * What type of user are you at RNTERS?

Crosstabulation

		What type of user are you at RNTERS?			Total
		"Owner"	"Rnter"	Ambos	
< 500€	Count	3	9	2	14

Please indicate your monthly net income	% within What type of user are you at RNTERS?	23.1%	39.1%	28.6%	32.6%
	% of Total	7.0%	20.9%	4.7%	32.6%
	Adjusted Residual	-9	1.0	-2	
500 - 1000€	Count	4	1	0	5
1001 - 1500€	% within What type of user are you at RNTERS?	30.8%	4.3%	0.0%	11.6%
	% of Total	9.3%	2.3%	0.0%	11.6%
	Adjusted Residual	2.6	-1.6	-1.0	
1001 - 1500€	Count	5	8	2	15
1501 - 2000€	% within What type of user are you at RNTERS?	38.5%	34.8%	28.6%	34.9%
	% of Total	11.6%	18.6%	4.7%	34.9%
	Adjusted Residual	.3	.0	-.4	
1501 - 2000€	Count	1	5	1	7
2001 - 3000€	% within What type of user are you at RNTERS?	7.7%	21.7%	14.3%	16.3%
	% of Total	2.3%	11.6%	2.3%	16.3%
	Adjusted Residual	-1.0	1.0	-.2	
2001 - 3000€	Count	0	0	1	1
> 3500€	% within What type of user are you at RNTERS?	0.0%	0.0%	14.3%	2.3%
	% of Total	0.0%	0.0%	2.3%	2.3%
	Adjusted Residual	-.7	-1.1	2.3	
Total	Count	13	23	7	43
	% within What type of user are you at RNTERS?	100.0%	100.0%	100.0%	100.0%
	% of Total	30.2%	53.5%	16.3%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Monte Carlo Sig. (2-sided)		Monte Carlo Sig. (1-sided)			
				Significance	99% Confidence Interval		Signifi cance	99% Confidence Interval	
					Lower Bound	Upper Bound		Lower Bound	Upper Bound
Pearson Chi- Square	18.097 ^a	10	.053	.036 ^b	.031	.041			
Likelihood Ratio	15.064	10	.130	.156 ^b	.147	.165			
Fisher's Exact Test	13.092			.137 ^b	.129	.146			
Linear-by- Linear Associatio n	2.362 ^c	1	.124	.130 ^b	.122	.139	.073 ^b	.066 .079	
N of Valid Cases	43								

a. 16 cells (88.9%) have expected count less than 5. The minimum expected count is .16.

b. Based on 10000 sampled tables with starting seed 92208573.

c. The standardized statistic is 1.537.

Appendix 7 – Non-Users’ Sample Characteristics (N = 174)

	N	%
Age		
18 - 25	138	79.3
26 - 30	28	16.1
31 - 35	4	2.3
36 – 40	4	2.3
Gender		
Female	107	61.5
Male	67	38.5
Education		
High School	12	6.9
Bachelor	83	47.7
Master	78	44.8
MBA	1	0.6

Occupation		
Student	74	42.5
Full-time Worker	86	49.4
Part-time Worker	5	2.9
Unemployed	7	4.0
Other	2	1.1
Civil State		
Single	164	94.3
Married	8	4.6
Divorced	2	1.1
Monthly Net Income		
< 500€	65	37.4
500 - 1000€	50	28.7
1001 - 1500€	38	21.8
1501 - 2000€	10	5.7
2001 - 3000€	4	2.3
3001 – 3500€	3	1.7
> 3500€	4	2.3

Crosstabulation

What is your Gender? * Have you used the platform RNTERS? Crosstabulation

		Have you used the platform RNTERS?			
		Knows but never used it		Total	
		Do not Know			
What is your gender?	Female	Count	38	69	107
		% within Have you used the platform RNTERS?	47.5%	73.4%	61.5%
		% of Total	21.8%	39.7%	61.5%
	Male	Count	42	25	67
		% within Have you used the platform RNTERS?	52.5%	26.6%	38.5%
		% of Total	24.1%	14.4%	38.5%
Total	Count	80	94	174	
	% within Have you used the platform RNTERS?	100.0%	100.0%	100.0%	
	% of Total	46.0%	54.0%	100.0%	

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2- sided)	Exact Sig. (1- sided)
Pearson Chi-Square	12.248 ^a	1	.000		
Continuity Correction ^b	11.178	1	.001		
Likelihood Ratio	12.345	1	.000		
Fisher's Exact Test				.001	.000
Linear-by-Linear Association	12.177	1	.000		
N of Valid Cases	174				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 30.80.

b. Computed only for a 2x2 table

Appendix 8 – P2P Renting in Portugal Users

	1	2	3	4	5	M	SD
The future of object consumption is on the use of P2P renting platforms	0.0%	2.3%	18.6%	41.9%	37.2%	4.14	.804
The Portuguese Market is open to this type of consumption (renting objects instead of buying)	7.0%	20.9%	30.2%	32.6%	9.3%	3.16	1.090

Key: 1 – Totally Disagree 2 – Disagree 3 – NA/ND 4 – Agree 5 – Totally Agree

Appendix 9 - P2P Renting in Portugal Non-Users

	1	2	3	4	5	M	SD
The future of object consumption is on the use of P2P renting platforms	1.1%	11.5%	22.4%	48.3%	16.7%	3.68	.925
The Portuguese Market is open to this type of consumption (renting objects instead of buying)	4.0%	31.0%	29.3%	32.2%	3.4%	3.00	.968

Key: 1 – Totally Disagree 2 – Disagree 3 – NA/ND 4 – Agree 5 – Totally Agree

Appendix 10 – General Motivations and Barriers of Users and Non-Users

Table 1 – Motivations and Barriers of Users

Motivations	Mean	Std. Deviation
Financial Benefits	2.14	1.320
Environmental Sustainability	4.05	1.618
Sense of Community	6.19	1.239
Convenience	3.35	1.541
Necessity	2.81	1.855
Variety Seek	5.23	1.601
Familiarity	4.42	1.708

Tests of Within-Subjects Effects

Measure: MEASURE_1

Source		Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared	Noncent. Parameter	Observed Power ^a
factor1	Sphericity Assumed	505.787	6	84.298	29.648	.000	.414	177.891	1.000
	Greenhouse-Geisser	505.787	4.173	121.210	29.648	.000	.414	123.718	1.000
	Huynh-Feldt	505.787	4.691	107.831	29.648	.000	.414	139.068	1.000
	Lower-bound	505.787	1.000	505.787	29.648	.000	.414	29.648	1.000
	Error(factor1)	Sphericity Assumed	716.498	252	2.843				
	Greenhouse-Geisser	716.498	175.258	4.088					
	Huynh-Feldt	716.498	197.004	3.637					
	Lower-bound	716.498	42.000	17.059					

a. Computed using alpha = .05

Barriers	Mean	Std. Deviation
Risk of Use	2.00	1.29
Lack of Trust	4.14	1.53
Quality of Product	4.77	1.61
Effort Anticipation	3.74	2.01
Meet a Stranger	5.37	1.69
Lack of Insurance	3.79	2.06
Not having the Object Available	5.21	1.97

Tests of Within-Subjects Effects

Measure: MEASURE_1

Source		Type III Sum of Squares	df	Mean Square	F	Sig.
factor1	Sphericity Assumed	340.266	6	56.711	16.330	.000
	Greenhouse-Geisser	340.266	4.491	75.769	16.330	.000
	Huynh-Feldt	340.266	5.095	66.786	16.330	.000
	Lower-bound	340.266	1.000	340.266	16.330	.000
	Error(factor1)	Sphericity Assumed	875.163	252	3.473	
	Greenhouse-Geisser	875.163	188.614	4.640		
	Huynh-Feldt	875.163	213.985	4.090		
	Lower-bound	875.163	42.000	20.837		

Table 2 – Motivations and Barriers of Non-Users

Motivations	Mean	Std. Deviation
Financial Benefits	2.03	1.320
Environmental Sustainability	3.73	1.618
Sense of Community	6.11	1.239
Convenience	3.27	1.541
Necessity	2.67	1.855
Variety Seek	4.45	1.601
Familiarity	5.77	1.708

Tests of Within-Subjects Effects

Measure: MEASURE_1

Source		Type III		Mean		Partial		Noncent. Parameter	Observed Power ^a
		Sum of Squares	df	Square	F	Sig.	Squared Eta		
factor1	Sphericity Assumed	2443.580	6	407.263	173.590	.000	.501	1041.539	1.000
	Greenhouse-Geisser	2443.580	5.206	469.410	173.590	.000	.501	903.646	1.000
	Huynh-Feldt	2443.580	5.386	453.671	173.590	.000	.501	934.997	1.000
	Lower-bound	2443.580	1.000	2443.580	173.590	.000	.501	173.590	1.000
	Error(factor1)	Sphericity Assumed	2435.278	1038	2.346				
	Greenhouse-Geisser	2435.278	900.576	2.704					
	Huynh-Feldt	2435.278	931.820	2.613					
	Lower-bound	2435.278	173.000	14.077					

a. Computed using alpha = .05

Barriers	Mean	Std. Deviation
Risk of Use	2.80	1.29
Lack of Trust	3.53	1.53
Quality of Product	4.72	1.61
Effort Anticipation	4.28	2.01
Meet a Stranger	5.24	1.69
Lack of Insurance	6.10	2.06
Not having the Object Available	7.16	1.97

Tests of Within-Subjects Effects

Measure: MEASURE_1

Source		Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
factor1	Sphericity Assumed	2311.212	6	385.202	119.459	.000	.408
	Greenhouse- Geisser	2311.212	4.832	478.265	119.459	.000	.408
	Huynh-Feldt	2311.212	4.988	463.335	119.459	.000	.408
	Lower- bound	2311.212	1.000	2311.212	119.459	.000	.408
Error(factor1)	Sphericity Assumed	3347.074	1038	3.225			
	Greenhouse- Geisser	3347.074	836.021	4.004			
	Huynh-Feldt	3347.074	862.959	3.879			
	Lower- bound	3347.074	173.000	19.347			

Appendix 11 –Differences in Motivations and Barriers of Users and Non-Users

Figure 1 – Motivations: Renters, Owners and Both

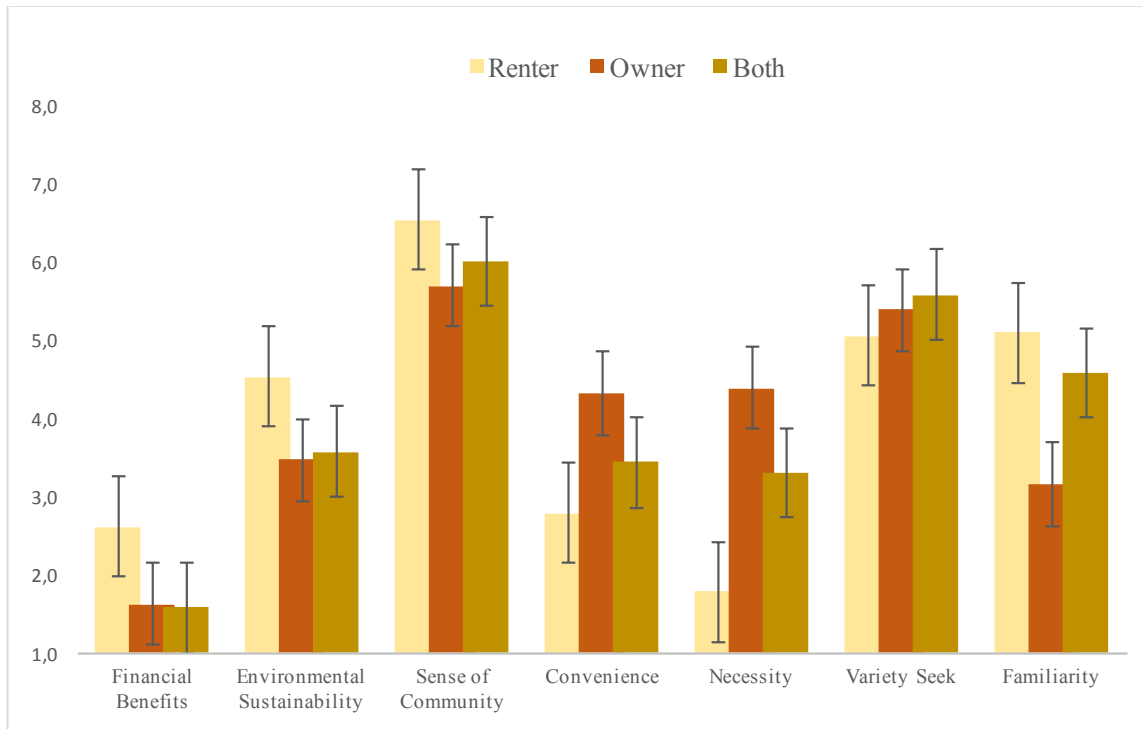


Figure 2 – Barriers: Renters, Owners and Both

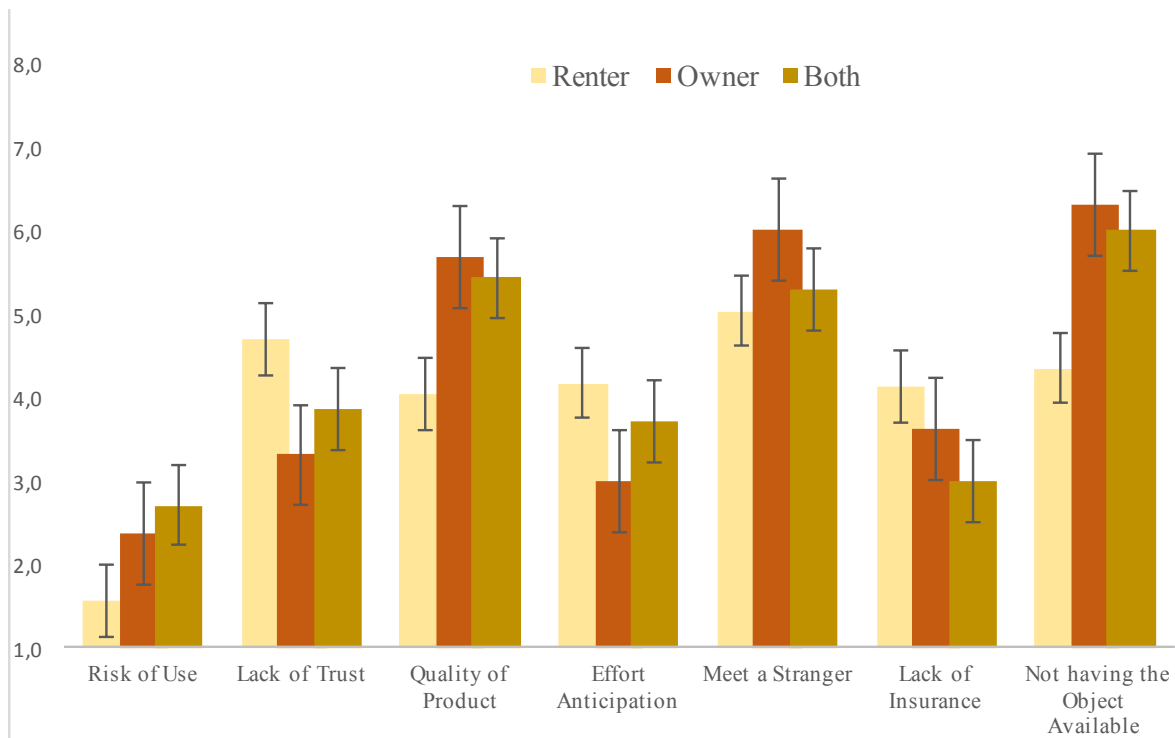


Figure 3 – Motivations: Users and Non-Users

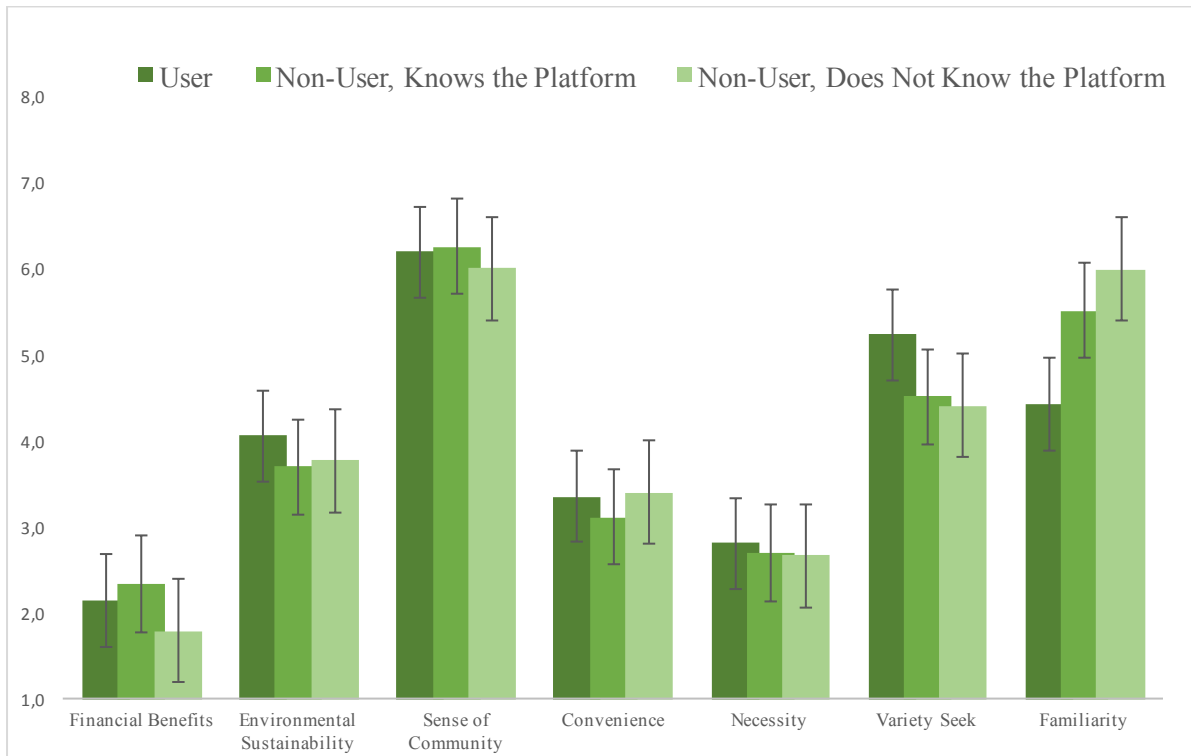
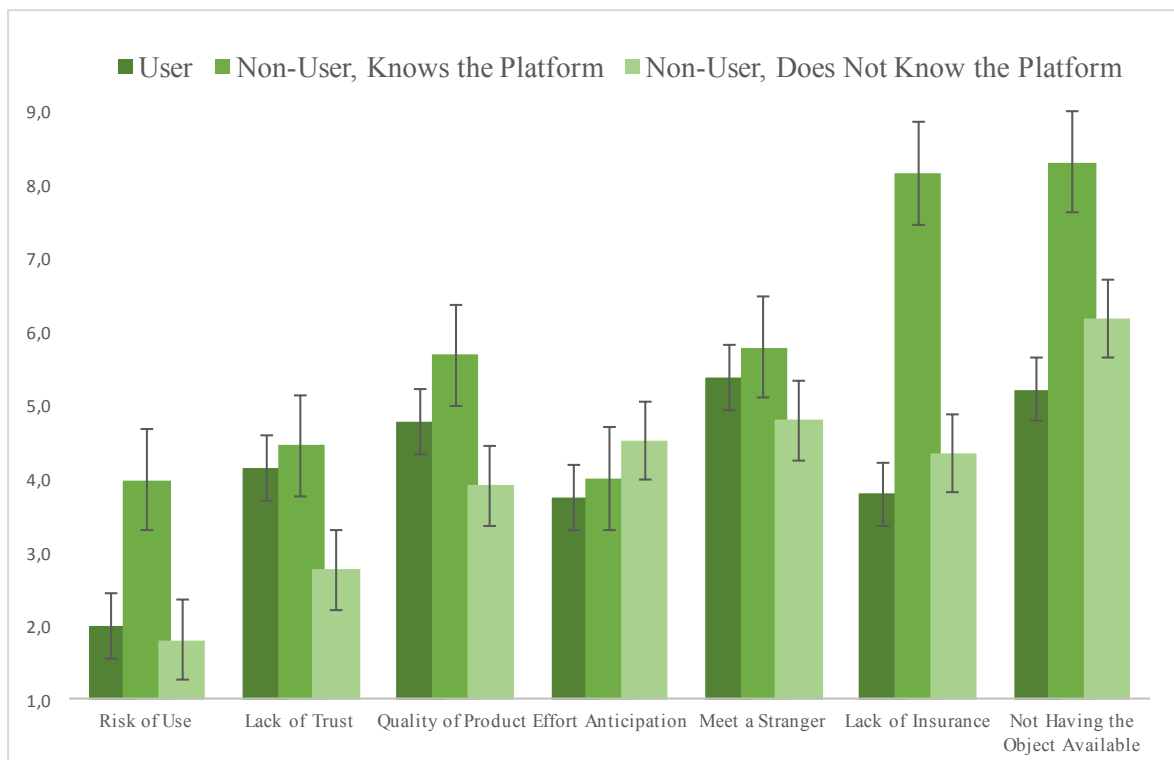


Figure 4 – Barriers: Users and Non-Users



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