

Association for Information Systems

AIS Electronic Library (AISeL)

ICEB 2021 Proceedings (Nanjing, China)

International Conference on Electronic Business
(ICEB)

Winter 12-3-2021

The Impact of Platform Social Responsibility on Consumer Trust

Yaqi Yang

Hohai University, China, yangyaqi1999@163.com

Qiong Jia

Hohai University, China, jiaqionghit@163.com

Ya Zhao

Hohai University, China, 1969669480@qq.com

Follow this and additional works at: <https://aisel.aisnet.org/iceb2021>

Recommended Citation

Yang, Yaqi; Jia, Qiong; and Zhao, Ya, "The Impact of Platform Social Responsibility on Consumer Trust" (2021). *ICEB 2021 Proceedings (Nanjing, China)*. 41.

<https://aisel.aisnet.org/iceb2021/41>

This material is brought to you by the International Conference on Electronic Business (ICEB) at AIS Electronic Library (AISeL). It has been accepted for inclusion in ICEB 2021 Proceedings (Nanjing, China) by an authorized administrator of AIS Electronic Library (AISeL). For more information, please contact elibrary@aisnet.org.

The Impact of Platform Social Responsibility on Consumer Trust

Yaqi Yang¹
Qiong Jia^{2,*}
Ya Zhao³

*Corresponding author

¹ Undergraduate student, Hohai University, China, yangyaqi1999@163.com

² Associate Professor, Hohai University, China, jiaqionghit@163.com

³ Undergraduate student, Hohai University, China, 1969669480@qq.com

ABSTRACT

The concept of social responsibility has been widely applied incorporates business philosophy to gain the trust of consumers. With the rise of two-side platforms, platforms have popped up the limelight along with the hot topic of the "sharing economy." Despite this, we do not know much about the underlying mechanisms of consumer trust. A questionnaire survey was conducted with 263 consumers from China to explore the consequences of platform social responsibility on consumer trust. The results demonstrate that the implementation of social responsibility by platforms significantly increases consumer trust. Additionally, consumer confusion plays a mediating effect, and platform network externality plays a moderating role. Briefly, the platform does not play a dominant role in regulating supply and demand as we might think since the consciousness of consumer groups is rising. Their autonomy to collect information and make decisions after perception cannot be ignored. The study shows that sharing economy platforms should take their social responsibilities into consideration, rather than taking them as a subsidiary role. Platforms should see consumer trust as a key end rather than a means to promote profits.

Keywords: Platform social responsibility, consumer trust, consumer confusion, perceived risk, network externalities, WOM substantiveness.

INTRODUCTION

In recent years, more platforms have emerged that work to integrate supply and demand and address the waste of resources. The sharing economy encompasses the concept of underutilized resources (Cheng, 2016). These platforms present people with a more socially responsible image. But Murillo *et al.* (2017) raise serious questions as to whether the positive social and environmental claims of shared platforms should be taken for granted in general. Evidence from the Chinese consumer market shows that some platforms have been plagued by controversy over driver qualification issues and the illegal collection of personal information. Online ride-hailing platforms are facing a huge crisis of trust. Furthermore, trust is a fundamental element in the sharing economy (Möhlmann, 2015). The fulfillment of social responsibility by these platforms is likely to be an objective result rather than a subjective goal. Parguel *et al.* (2011) proposed that platform operators will deliberately create a good profile of social responsibility which have social and ecological value. Yet the business model of the platform is indeed for profit. These specious images can provoke great confusion in consumers who make decisions. We took a cue from the theoretical conception provided by Tzeng and Shiu (2020), who investigated the impact of consumer confusion on trust. Our contribution is that although various studies on sharing platforms are underway, many of them have been conducted from a psychological perspective. Considering the platform attributes, network externality is added as moderating variable. Besides, such a study is rare.

All in all, this article revolves around the relation between platform social responsibility and consumer trust. Our research focuses on the following question: How does consumer perception of platform social responsibility erode consumer trust through the path of consumer confusion in the context of the sharing economy? We extend the gap between consumer confusion and trust under platform features. The following aspects will be explored in this paper next, which are literature review, model construction and hypothesis, research methodology, research discussion, and research conclusion.

LITERATURE REVIEW

Platform Social Responsibility

The current research on social responsibility is focused on the topic of enterprises. In contrast, there are very few studies on platform social responsibility. Internet platforms have their own property, so the role of platform social responsibility is more prominent in the security and privacy dimension. Sharing platforms have a long history of influencing consumer cognition with a positive image. Thus people expect more from them. Previous scholars have focused more on the impact of different dimensions of CSR on the purchase decisions of consumers, as shown in Table 1 (Shao *et al.*, 2020; Gao *et al.*, 2017). Consumer trust is a mediator variable.

Table 1: Overview of research related to corporate social responsibility.

Author (Published time)	Research topic	Research method	Conclusion
Yuan Tian, Chiako Hung, Peter Frumkin (2020)	An empirical study about the impact of cross-sector corporate social responsibility on purchasing high-tech products.	Adopt a between-subject lab experiment to investigate the effects.	Companies can generate trust by fulfilling their social responsibility. In the field of CSR, the mediating role of consumer trust is validated.
Alice Mazzucchelli, Martina Gurioli <i>et al.</i> (2021)	Key factors for a successful food sharing platform: CSR, APP familiarity, and community social support.	Multiple regression and FsQCA.	The article attempts to shed light that CSR awareness enhances consumer behavioral responses. CSR combined with social support produces a positive response to the food platform.

Consumer Trust

Existing research findings have focused on the effect of consumer trust on consumer buying behavior. It has been demonstrated that network externalities have a positive relationship with consumer trust. It can be concluded that network externalities are a key factor in the generation of consumer trust.

Table 2: Overview of research related to consumer trust.

Author (Published time)	Research topic	Research method	Conclusion
Z Shao, Y Guo, X Li, SJ Barnes (2020)	Study on the joint influence of ex-ante factors on willingness to sustain trust.	Use the structural equation modeling technique.	Disposition to trust is positively correlated with trust while moderating the influence of structural assurance on trust.
S Gao, J Jing, H Guo (2017)	Factors influencing consumer trust in car-sharing service platforms.	Conduct empirical research.	Increased consumer familiarity with the platform will increase trust, and consumers trust the platform before focusing on word-of-mouth.
Jung J, Park E, Moon J, Lee WS (2021)	Based on TAM extended features, this paper explores the accountability of shared accommodation platform services.	Questionnaire survey.	Network externalities have a positive impact on both trust and interaction. Besides, as the size of the network grows, individuals will allow consumers to trust the platform more.

The Association of Platform Social Responsibility and Consumer Trust

The finding that the fulfillment of social responsibility by platforms has an impact on consumer trust is widely confirmed by previous studies. In the context of the sharing economy, riding-hailing platforms are seen as new models with core competence (e.g., improved resource utilization and increased employment). In practice, these insights are not the only conclusions. For example, Airbnb claims that they are more environmentally friendly than staying in hotels (Parguel *et al.*, 2017), which is, in fact, very difficult to assess. The wild boom of DiDi is not due to consumer acceptance of its business model but to capital expansion. While it has increased employment opportunities, they have boosted the risk of crime occurring because of poorly qualified drivers. Companies may go about creating a good image of social responsibility for the sake of reputation, and this self-reported image is disconnected from actual behavior. Based on such facts, consumers can be confused about the social responsibility shown by the platform, further affecting consumer trust.

Nevertheless, the existing studies suffer from the following two shortcomings. The first is that most studies define the strengths and weaknesses of platform social responsibility and then examine how to increase trust or repair it. The second is that most of the attention is focused on corporate social responsibility. There are still relatively few studies on platforms. We will fill in the gaps above. The hypothesis in this paper arises from the fact that platforms have ambiguous images of social responsibility that are often difficult for consumers to discern. This can lead to consumer confusion while drawing on existing research where network externality moderates consumer confusion and trust.

Related Theories

Network externality

Lots of scholars indicate that two-sided markets refer to the existence of two or more different user groups in a market and the existence of cross-network externalities among each other. That is, the scale of user participation on one side will affect the motivation of the other user to access the platform. (Armstrong, 2006; Chen, 2016; Jullien, 2005; Du *et al.*, 2019) That is, the utility of the platform is determined by both supply and demand. Because the platform has such property, the value it creates

for individual users increases with the total amount of users (Cennamo & Santalo, 2013; Edelman, 2015; Zhu & Iansiti, 2012). However, the nature of platforms leads to an asymmetry of user information. Especially, Vieira *et al.* (2018) investigate the acceptance of shared platforms by evaluating how perceived network externality moderate the adoption of Uber. Thus network externality is an important factor in building consumer cognition and trust in the two-sided platform.

Consumer confusion

In China, the largest retail e-commerce market, consumers struggle with a confusing, low-trust environment (Tzeng and Shiu, 2020). The Internet has increased the availability of information, and in the face of massive amounts of information, consumers can perceive information overload that exceeds the load. Businesses are constantly developing new products to attract consumers' attention and achieve the purpose of occupying the market. This gives rise to the similarity and ambiguity of products or services. Walsh *et al.* (2007) proposed that the above three dimensions reduce user loyalty. A study by Shiu (2021) showed that consumer perception of confusion usually results in a pair of opposite outcomes. The first one is to stop continuing the purchase and gather more information to help in decision making. The second is to tolerate this present and rely on their consumer inertia to make decisions. This high uncertainty of the outcome will have a complex impact on consumer trust.

MODEL

It builds on the original literature and draws on some research on CSR. We believe that platform social responsibility has its own qualities and is a relatively new concept. With the background of new issues arising in practice, we construct the relationship as shown in Figure 1. Next, we present the hypothesis.

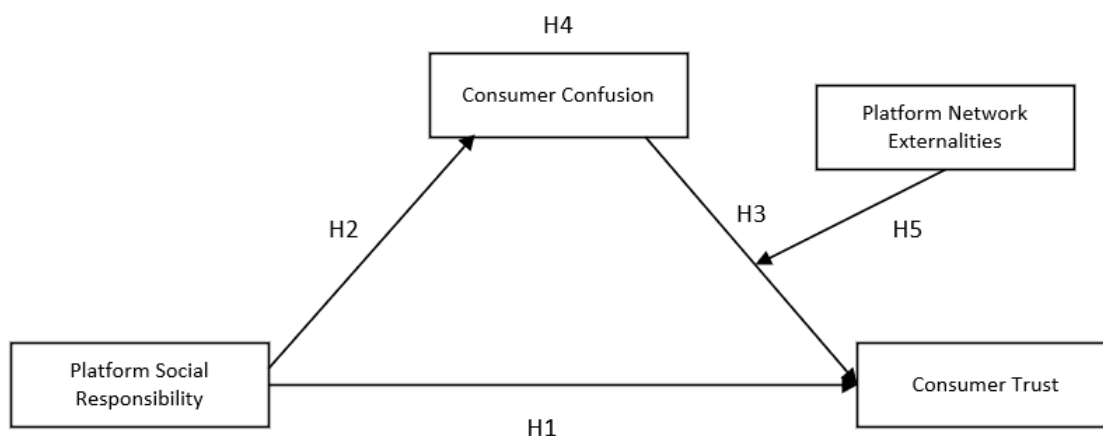


Figure 1: Research Framework.

Research Hypotheses

H1: Platform social responsibility is positively associated with consumer trust.

H2: The impact of platform social responsibility will be negative on consumer confusion.

Some platform social responsibility programs deliberately present a good image to consumers, and consumers perceive an overabundance of positive information. They do not think deeply and judge the authenticity of the information, so consumer confusion is reduced.

H3: Consumer confusion is negatively related to consumer trust.

Consumer communication to share CSR information and knowledge positively affects consumer trust (Kim, 2019). Conversely, due to the lack of consumers' knowledge about the meaning of platform social responsibility and other reasons, they will be confused about the scope, authenticity, and usefulness of platform social responsibility fulfillment and have vague perceptions about the benefits of platform social responsibility fulfillment to themselves and the society and economy, etc., such as the lack of or even deviation from the perception that platform shared services can reduce the environmental burden, which in turn weakens consumers' trust in the platform. To sum up, consumers' confusion about the social responsibility of platforms can reduce consumer trust.

H4: Consumer Confusion is a moderated effect on platform social responsibility and consumer trust.

Previous studies have focused on the following two topics: corporate social responsibility increases consumer trust, which is a strong causal relationship. The other is trust remediation through socially responsible behavior shaping a good corporate image. The Internet allows consumers to know more about the market, with a more ambiguous image of the platform and a more similar image of different platforms, which can generate consumer confusion. This has a negative effect on consumer trust.

H5: The moderating role of network externality in mediating the role of consumer confusion on consumer trust.

A high level of network externalities causes users to perceive that more people are using the platform, and the more users join, the more useful each person perceives it to be. At the same time, this gives each user a hint that more and more people are concentrating on the platform. This phenomenon shapes the platform's good reputation and wide recognition, which in turn increases consumer trust.

METHODOLOGY

In order to quantitatively study the above relationship between platform social responsibility and consumer trust, this study designed a questionnaire as follows with reference to previous classical scales on related variables. The questionnaire was developed from a consumer perspective, with platform social responsibility as the independent variable, consumer trust in the platform as the dependent variable, and consumer confusion in the process as the mediating variable, cross-network externalities as the moderating variable, and the questions involved in the questionnaire revolved around consumers' feelings and experiences related to using the taxi-hailing platform.

Measurement

Referring to previous scales with good validity and applicability, such as consumer trust and confusion, and adapting them appropriately to the specific situation of this study, specific scales were designed and will be presented in the appendix.

Empirical Analysis***Sample selection and data collection***

The questionnaire was distributed to 263 consumers who have experience in using the taxi platform, of which 263 questionnaires were validly returned, and the descriptive statistics about the questionnaire data are shown in the following table.

Table 3: Statistics report: background check.

Characteristics	Types of sample	Numbers of sample	Percentage
Gender	Male	109	41.44
	Female	154	58.56
Education	Junior high school	11	4.18
	High school	10	3.80
	Technical school	25	9.51
	College	49	18.63
	Undergraduate college	155	58.94
	Master's degree and above	13	4.94
Age	18 years old and below	6	2.28
	18-25 years old	102	38.78
	26-30 years old	37	14.07
	31-40 years old	48	18.25
	41-50 years old	58	22.05
	50 years old and above	12	4.56
Frequently used ride-hailing platforms	Didi Riding-hailing	190	51.35
	T3 riding-hailing	37	10.00
	Flower Piggy Taxi	32	8.65
	First appointment car	3	0.81
	Mei tuan Taxi	42	11.35
	others	66	17.84

As can be seen from Table 3, the ratio of men to women in the sample is about 4:6, and its equilibrium is acceptable to the extent that it does not affect the study, while undergraduates account for a vast majority of them, and the age is more concentrated between 18-50 years old, with the youngest group aged 18-25 years old. In addition, among the frequently used taxi platforms, thanks to the advantage in market share, Drip riding-hailing occupies half of the sample, while other riding-hailing platforms such as T3 riding-hailing and Flower Piggy riding-hailing have a small share of frequent use.

Reliability and validity analysis

For the quantitative data, Cronbach's alpha coefficient was used to measure the reliability of the sample responses, with higher values of the coefficient indicating better reliability. Exploratory factor analysis was also used to measure the consistency of the factor and question design, and the data are summarized below:

Table 4: Reliability and validity analysis.

variable	Research dimension	Number of items	Cronbach α	KMO	Bartley number
Platform Social Responsibility	Environmental Responsibility	5	0.947	0.944	3624.578
	Ethical Responsibility	5	0.942		
	Economic Responsibility	3	0.895		
Consumer Confusion	Similarity Confusion	3	0.880	0.945	3038.362
	Overload confusion	4	0.891		
	Ambiguity confusion	7	0.930		
Network Externalities	Perceived network size	3	0.902	0.923	1586.031
	Perceived external credibility	3	0.880		
	Perceived complementarity	2	0.757		
Consumer Trust	Brand Competence Trust	4	0.907	0.927	1219.867
	Brand goodwill trust	2	0.823		

As can be seen from Table 4, the Cronbach alpha coefficient values of the correlation dimensions of all four variables in this study are greater than 0.75, which indicates that the questionnaire has a good question design rationality and can support further research analysis. Regarding the structural validity test of the questionnaire, the results were found to be significant using Bart's spherical test for all variables, and the KMO values were greater than 0.9, and the cumulative variance explained after rotation was greater than 70%, indicating that the questionnaire items allow the data information to be extracted effectively. Exploratory factor analysis of the sample data, combined with factor loading coefficients greater than 0.5, can confirm that the factors correspond well to the study items, and the question items correspond to the expected dimensions, thus synthetically indicating that the study data have a good level of structural validity. In addition, since this questionnaire was designed with reference to the results of existing studies, the content reliability of the question items can be guaranteed.

Intermediary effect analysis

In order to verify whether the hypothesis of Consumer Confusion as a mediating variable in the theoretical model is valid, the Bootstrap method was used to conduct a mediating effect test to analyze the mediating effect of consumer confusion in the relationship between the influence of platform social responsibility and consumer trust, and the specific test results are as follows:

Table 5: Results of intermediary effect analysis.

variable	CT					CC					CT				
	B	Standard deviation	t	p	β	B	Standard deviation	t	p	β	B	Standard deviation	t	p	β
Constant	1.462**	0.168	8.688	0.000	-	3.754**	0.198	18.931	0.000	-	2.875**	0.233	12.348	0.000	-
PSR	0.597**	0.042	14.385	0.000	0.665	-0.401**	0.049	-8.199	0.000	-0.453	0.446**	0.042	10.674	0.000	0.497
CC											-0.376**	0.047	-7.976	0.000	-0.371
R^2	0.442					0.205					0.552				
Adjust R^2	0.440					0.202					0.548				
F	$F(1, 261)=206.931, p=0.000$					$F(1, 261)=67.220, p=0.000$					$F(2, 260)=160.103, p=0.000$				
c (Total effect)	a	b	a*b (Intermediary effect value)			a*b (95% BootCI)			c' (Direct effect)		Effect ratio				
0.597**	-0.401**	-0.376**	0.151			0.090 ~ 0.272			0.446**		25.271%				

Note: * Significant at $p < 0.05$ level, ** Significant at $p < 0.01$ level

Table 5 shows that the independent variable platform social responsibility is significantly and positively correlated with the dependent variable consumer trust ($\beta=0.665, p < 0.01$), with a total effect of $c=0.597$, platform social responsibility is inversely correlated with the mediating variable consumer confusion ($\beta=-0.453, p < 0.01$), and this study uses Bootstrap method and the 95% confidence interval obtained by repeated sampling. The 95% confidence interval of this study is not including 0, and when platform social responsibility and consumer confusion are added together in the regression equation, the direct effect is significant ($c'=0.446, p < 0.01$), and the mediating effect value of the cross term are in the same direction as the direct effect. Taken together, the above analysis suggests that consumer confusion mediates and partially mediates the relationship between platform social responsibility and consumer trust influence.

Analysis of moderating effects

In the theoretical model of this study, network externalities are used as moderating variables to regulate the relationship between consumer confusion as a mediating variable acting on consumer trust. In order to test the existence of the moderating effect and the specifics of the regulation at different levels, the moderating effect test is conducted, and the specific results are shown below:

Table 6: Results of analysis of moderation effects.

	Model 1					Model 2					Model 3				
	B	Standard deviation	t	p	β	B	Standard deviation	t	p	β	B	Standard deviation	t	p	β
Constant	1.881	0.207	9.068	0.000**	-	3.259	0.148	21.963	0.000**	-	3.178	0.153	20.801	0.000**	-
CC	-0.284	0.055	-5.173	0.000**	-0.281	0.160	0.041	3.873	0.000**	0.158	0.171	0.041	4.132	0.000**	0.169
NE						0.974	0.049	19.802	0.000**	0.900	0.972	0.049	19.856	0.000**	0.898
CC*NE											-0.060	0.030	-2.038	0.043*	-0.056
R^2	0.522					0.810					0.813				
Adjust R^2	0.518					0.808					0.810				
F	$F(2, 260)=141.823, p=0.000$					$F(3, 259)=367.478, p=0.000$					$F(4, 258)=280.001, p=0.000$				
ΔR^2	0.522					0.288					0.003				
ΔF	$F(2, 260)=141.823, p=0.000$					$F(1, 259)=392.111, p=0.000$					$F(1, 258)=4.152, p=0.043$				

Note: * Significant at $p < 0.05$ level, ** Significant at $p < 0.01$ level

As can be seen from Table 6, the moderating effect test is divided into three models, and model 1 includes Consumer Confusion, model 2 adds moderating variables on this basis, model 3 adds the product term of CC and NE and centralizes CC and NE, the results show that the coefficient of the cross term of Consumer Confusion and Network Externalities is negative and significant ($p=0.043 < 0.05$), implying that there is a reverse moderating effect of network externalities when consumer confusion has an impact on consumer trust, and the hypothesis of the moderating effect mentioned in the study is verified. The simple slope analysis of the moderating effect shows that the effect of consumer confusion on consumer trust is more significant at low levels of network externalities, while at high levels of network externalities, the effect of consumer confusion on consumer trust is weakened.

DISCUSSION

Through empirical research and analysis with taxi-hailing platforms, this study verifies that consumer confusion plays a mediating role in the impact of platform social responsibility on consumer trust. Specifically, platform social responsibility has a positive impact on consumer trust, and the intrinsic mechanism of this impact is partially transmitted through consumer confusion; if consumers are confused about the perception of platform social responsibility, then the efficiency of the overall positive impact of platform social responsibility fulfillment on consumer trust will be reduced. Therefore, in order to gain more consumer trust, taxi platforms should pay attention to consumers' confusion about platform social responsibility in addition to platform social responsibility fulfillment, and clearly define which behaviors of platforms belong to the fulfillment of social responsibility and the positive impact these behaviors will have on consumers, economy, and environment so that the efficiency of platform social responsibility effect on consumer trust can be improved. In addition, this study verifies that network externalities play a reverse moderating role in the effect of consumer confusion on consumer trust, i.e., network externalities weaken the effect of consumer confusion on consumer trust. As the platform's user base increases, the perceived utility of consumers increases, which, combined with the information interaction within platform users, weakens the effect of consumer confusion on consumer trust. In other words, when the operation scale of the ride-hailing platform expands, it can gain network externalities and promote the positive impact of platform social responsibility on consumer trust, thus gaining more stable and sticky consumers and contributing to the long-term economic benefits of the platform. In addition to ride-sharing platforms, we should also consider the relationship between corporate social responsibility and consumer trust on other platforms. On the basis of literature search, the mediating variables should be enriched to explore the cause and effect of the problem more comprehensively.

The sample may be limited in representation and should be expanded in the future. Most of the samples for this study are young people aged between 18 and 25, and more than half of them have a bachelor's degree. However, the audience of the taxi platform is indeed them. It also needs to pay attention to the cognitive dissonance caused by consumers' confusion, as well as the beliefs, behaviors, and behavioral perceptions adopted by consumers. Platforms' performance of social responsibility only helps consumers to make favorable inferences about products and services provided by enterprises. The decrease in consumer trust may be due to various reasons, and further detailed division is needed. There are also some new studies focusing on the impact of platform social responsibility on consumer sentiment, which is also an important consumer response. These are all areas where our model needs to be extended in the future.

CONCLUSIONS

This study investigates the impact of platform social responsibility on consumer trust from the perspective of platform social responsibility. Based on the theoretical foundation of previous studies, we introduce consumer confusion as a mediating variable and network externality as a moderating variable in the research model in order to explore the mechanism of the

intrinsic effect of platform social responsibility on consumer trust. In order to test the relevant hypotheses in the model, we designed a questionnaire on the impact of platform social responsibility on consumer trust by referring to the measurement questions of previous works on the variables involved in this study and making appropriate adjustments and modifications according to the specific content of this study and collected a total of 263 valid questionnaires. In conducting the data analysis, we first sorted and screened the data, and after analyzing the samples through factor analysis, mediating effect test, and moderating effect test, we concluded that consumer confusion plays a partially mediating role in the influence of platform social responsibility on consumer trust, and consumer confusion plays a reverse role in transmitting the positive influence of platform social responsibility on consumer trust, and in addition, the conclusion indicates that network externalities play a reverse moderating role in the effect of consumer confusion on consumer trust. Therefore, in practice, platforms expecting to gain more consumer trust by fulfilling social responsibility should pay attention to consumers' perceptions and definitions of platform social responsibility and dispel consumers' confusion about platform social responsibility through auxiliary means such as publicizing platform social responsibility fulfillment and publishing annual platform social responsibility reports, while seeking network externalities with platform scale operation to promote platforms to gain more consumer trust in the same social responsibility fulfillment and expand the platform's social responsibility. At the same time, the platform's scale of operation seeks network externality and promotes the platform to gain more trust from consumers and develop long-term stable users for the platform, thus realizing a virtuous cycle of social responsibility and economic benefits. Of course, there are limitations in this study. Due to various objective conditions and factors, the sample collection is not sufficient, and there are other influencing factors on the inner mechanism of platform social responsibility on consumer trust that have not been taken into account, and further research is expected to be conducted by other scholars. This paper also provides a new perspective, as more and more consumers realize that some of the platforms' socially responsible behavior may be a side effect of their realization of monopoly and resource integration, which is not as positive as expected. If the platform claims that it is actively fulfilling its social responsibility, but its words and actions are inconsistent in the process, it is highly likely to bring about an inestimable crisis of trust and an irreparable image.

REFERENCES

- Armstrong, M. (2006). Competition in two-sided markets. *The RAND Journal of Economics*, 37, 668–691. <https://doi.org/10.1111/j.1756-2171.2006.tb00037.x>
- Bruno Jullien. (2005). Two-sided Markets and Electronic Intermediaries, *CESifo Economic Studies*, Volume 51, Issue 2-3, Pages 233–260. <https://doi.org/10.1093/cesifo/51.2-3.233>
- Cennamo, C., & Santalo, J. (2013). Platform competition: Strategic trade-offs in platform markets. *Strategic Management Journal*, 34, 1331–1350. <https://doi.org/10.1002/smj.2066>
- Chen, J., Fan, M., & Li, M. (2016). Advertising versus brokerage model for online trading platforms. *MIS Quarterly*, 40(3), 575-596. <https://doi.org/10.25300/MISQ/2016/40.3.03>
- Cheng, M. (2016). Sharing economy: a review and agenda for future research. *International Journal of Hospitality Management*, 57, 60-70. <https://doi.org/10.1016/j.ijhm.2016.06.003>
- Du, X., Dong, R., Li, W., Jia, Y., & Chen, L. (2019). Online reviews matter: How can platforms benefit from online reviews?. *Sustainability*, 11(22), 6289. <https://doi.org/10.3390/su11226289>
- Edelman, D. C. (2015). How to launch your digital platform. *Harvard Business Review*, 93(4), 91–97. <https://hbr.org/2015/04/how-to-launch-your-digital-platform>
- Gao, S., Jing, J., & Guo, H. (2017) The Role of Trust with Car-Sharing Services in the Sharing Economy in China: From the Consumers' Perspective. In: Rau PL. (eds) Cross-Cultural Design(pp. 634-646). CCD 2017. *Lecture Notes in Computer Science*, vol10281. Springer, Cham. https://doi.org/10.1007/978-3-319-57931-3_51
- Jung, J., Park, E., Moon, J., & Lee, W. S. (2021). Exploration of sharing accommodation platform Airbnb using an extended technology acceptance model. *Sustainability*, 13(3), 1185. <https://doi.org/10.3390/su13031185>
- Kim, S. (2019). The process model of corporate social responsibility (CSR) communication: CSR communication and its relationship with consumers' CSR knowledge, trust, and corporate reputation perception. *Journal of Business Ethics*, 154(4), 1143-1159. <https://doi.org/10.1007/s10551-017-3433-6>
- Mazzucchelli, A., Gurioli, M., Graziano, D., Quacquarelli, B., & Aouina-Mejri, C. (2021). How to fight against food waste in the digital era: key factors for a successful food sharing platform. *Journal of Business Research*, 124, 47-58. <https://doi.org/10.1016/j.jbusres.2020.11.055>
- Möhlmann, M. (2015). Collaborative consumption: determinants of satisfaction and the likelihood of using a sharing economy option again. *Journal of Consumer Behaviour*, 14(3), 193-207. <https://doi.org/10.1002/cb.1512>
- Murillo, D., Buckland, H., & Val, E. (2017). When the sharing economy becomes neoliberalism on steroids: unravelling the controversies. *Technological Forecasting and Social Change*, 125(dec.), 66-76. <https://doi.org/10.1016/j.techfore.2017.05.024>
- Parguel, B., Benot-Moreau, F., & Larceneux, F. (2011). How sustainability ratings might deter 'greenwashing': a closer look at ethical corporate communication. *Journal of Business Ethics*, 102(1), 15-28. <https://doi.org/10.1007/s10551-011-0901-2>
- Parguel, B., Lunardo, R., & Benoit-Moreau, F. (2017). Sustainability of the sharing economy in question: when second-hand peer-to-peer platforms stimulate indulgent consumption. *Technological Forecasting and Social Change*, 125, 48-57. <https://doi.org/10.1016/j.techfore.2017.03.029>
- Shao, Z., Guo, Y., Li, X., & Barnes, S. J. (2020). "Sources of Influences on Customers' Trust in Ride-Sharing: Why Use Experience Matters?". *Industrial Management & Data Systems*, ahead-of-print(ahead-of-print). <https://doi.org/10.1108/IMDS-12-2019-0651>

- Shiu, J. Y. (2021). Risk-reduction strategies in competitive convenience retail: How brand confusion can impact choice among existing similar alternatives. *Journal of Retailing and Consumer Services*, 61, 102547. <https://doi.org/10.1016/j.jretconser.2021.102547>
- Tian, Y., Hung, C., & Frumkin, P.(2020). An experimental test of the impact of corporate social responsibility on consumers' purchasing behavior: The mediation role of trust. *Corporate Social Responsibility and Environmental Management*, 27(6), 2972–2982. <https://doi.org/10.1002/csr.2015>
- Tzeng, S. Y., & Shiu, J. Y. (2020). Can involvement increase trust in a confusing online setting? implications for marketing strategy. *South African Journal of Business Management*, 51(1), 1-10. <https://doi.org/10.4102/sajbm.v51i1.1817>
- Vieira, K. C., Carvalho, E. G., Sugano, J. Y., & Prado, J. (2018). The impact of network externalities on acceptance and use of an app of peer-to-peer platform: A study with uber users. *Revista Gestão & Tecnologia*, 18(3), 23-46. <https://doi.org/10.20397/2177-6652/2018.v18i3.1372>
- Walsh, G, Hennig-Thurau, T., & Mitchell, V. W. (2007). Consumer confusion proneness: Scale development, validation, and application. *Journal of Marketing Management*, 23(7-8), 697-721. <https://doi.org/10.1362/026725707x230009>
- Zhu, F., & Iansiti, M. (2012). Entry into platform-based markets. *Strategic Management Journal*, 33, 88–106. <https://doi.org/10.1002/smj.941>