BACHELOR THESIS

Spring 2015

Kristianstad University
International Business and marketing

“There is something about collaborative lifestyles”

A study on motivational factors for participation in collaborative lifestyles

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ABSTRACT

The ongoing globalization is a controversial topic. While it has enabled increased production and consumption, it has also contributed to, amongst other things, environmental and ethical problems. In response to the problems associated with globalization, there has been an increased interest in sustainability. As a result, alternative forms of consumption, like collaborative lifestyles, have become increasingly popular.

The purpose of this study is to explore what motivating factors influence consumers to use collaborative lifestyles. To do so, six motivational factors associated with collaborative consumption were identified through reviewing previous research. A qualitative *method* and an explorative *design* were subsequently applied and the data was collected using online focus groups.

The findings of the study show that, as collaborative lifestyles is a wide concept, the prevailing motivational factors for consumers vary between different collaborative lifestyle platforms. However, economic factors still proved to, most often, be the most important motivating factors to consumers. In contrast, personal reputation and curiosity proved to be the least important motivating factors. Furthermore, practical factors proved to be a condition, rather than a motivating factor, to participate in collaborative lifestyles.

The implications of the study are a greater understanding of consumer motivation in relation to collaborative lifestyles. In turn, this can provide companies with the possibility to position themselves more efficiently.

The original value of the study is a closer look at motivation for participation in collaborative lifestyles, a topic that previously has not been explored to any further extent.

Keywords: *Collaborative consumption, collaborative lifestyles, the sharing economy, consumer motivation, extrinsic motivation, intrinsic motivation, sustainability.*

ACKNOWLEDGEMENT

First, we would like to thank our supervisor, Karin Alm, for providing us with inspiration, support and encouragement throughout the writing of this bachelor thesis. Also, we would like to thank Annika Fjelkner for her engagement, and supervision of linguistics and format. Without their help, the study would not have been the same.

We would like to give a special ‘thank you’ to all of the participants in our study that put up with us and our incessant encouragement to answer our questions for an entire week. Without them this study would not have been possible.

Last, but not least, we would like to thank our families and friends for supporting us during these times of arduous studies.

Kristianstad, 27 maj 2015

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1. Introduction

In this chapter, the background, problem statement, research question and purpose will be presented. It will then be concluded with an outline of the study.

1.1 Background

Globalization is making the world increasingly interconnected. While a hard-to-define concept, globalization can be seen as form of deterritorialization, where different forms of interaction are no longer dependent on physical proximity (Scholte, 2005). Instead, social, economic and political interaction can take place almost anywhere at any time, without regard to where the involved parties are located. The main drivers behind globalization are twofold; technical advancements, particularly within communication and transportation, and an increasingly open political climate, resulting in reduced barriers to trade (*ibid*.). As a result, globalization has enabled increased production but also increased competition, to the gain of consumers.

However, at the same time, globalization is still a highly controversial subject. The increased consumption that it has brought with it is seen as a considerable environmental threat (Tukker et al., 2006). The public opinion on globalization is divided and multinational corporations (MNC) are often accused of unethical behavior (Crane & Matten, 2010). The outrage is often spurred by what is perceived as MNCs "exploiting workers in developing countries, destroying the environment and, by abusing their economic power" (Crane & Matten, 2010, s. 18). In response to the problems associated with globalization, there has been an increased interest in the concept of sustainability in recent years (Albinsson & Perera, 2012). This has resulted in, among other things, the emergence of the collaborative consumption movement. Collaborative consumption, (sometimes referred to as access-based consumption or the sharing economy) can be described as "systems of organized sharing, bartering, lending, trading, renting, gifting, and swapping" (Botsman & Rogers, 2011, p. xv). It is, in other words, an alternative form of consumption, focusing on sharing and access, rather than traditional buying and owning.

Botsman and Rogers (2010) divide collaborative consumption into three different categories; product service systems, redistribution markets and collaborative lifestyles. Product service systems are systems that allow companies or private persons to share or rent products or services instead of selling them. Some of the more prominent examples of product service systems are *Zipcar*, *Smartbike* and *Rent-a-toy*. Redistribution markets give people the

opportunity to sell or swap things that they no longer have a need for. The idea being, that instead of throwing things away, you find someone who wants them and either give them away for free or swap them for something else. Finally, collaborative lifestyles are forms of sharing different types of intangible assets. For instance, through collaborative lifestyle-formats, people can rent out their homes or offer to help others by performing different tasks and errands. Notable examples of collaborative lifestyles include *Airbnb*, *Couchsurfing*, *BlaBlaCar*, *Uber* and *TaskRabbit*.

Collaborative consumption has generated an increased interest in recent years, and it is considered to be an opportunity to generate more sustainable consumption (Tukker & Tischner, 2006). The potential of collaborative consumption, supposedly, lie in its "capacity to bring economic interests in line with positive social and environmental impacts" (Piscicelli, Cooper, & Fisher, 2014, p. 2). Research on the topic suggests that various forms of collaborative consumption, in the long term, might have potential to challenge traditional businesses (Zervas, Prospeiro, & Byers, 2013). As an example, *Airbnb* has been able to gain market share on the expense of lower-end hotel firms in the US. Furthermore, research has shown that collaborative consumption can have beneficial effects on the environment, in that it enables a more efficient use of resources (with reservation for the resources involved in the usage of the products) (Leismann, Schmitt, Rohn, & Baedeker, 2013). The interest in collaborative consumption has also transferred from the research community into the mainstream, as it has received significant attention in media as of late. For example, Rachel Botsman, one of the most prolific advocates of collaborative consumption, has held presentations on the topic in the popular *TED* conference series (Ted, 2010; Ted, 2012) and *Time Magazine* has listed collaborative consumption on their list of the 10 ideas that will change the world (Walsh, 2011).

Botsman and Rogers (2011) mean that collaborative consumption is here to stay, that it is more than just a passing interest. Moreover, they state that it is "a socioeconomic groundswell that will transform the way companies think about their value propositions—and the way people fulfill their needs" (Botsman & Rogers, 2010). Collaborative consumption has gained significant momentum and the value of the sharing economy is expected to be greater than US$ 110 billion, a figure that is likely to increase even further in the future (Sacks, 2011). Given the circumstances, traditional businesses competing with businesses involved in collaborative consumption need to adapt to the emerging trend or be ready face the consequences (*ibid*.).

1.2 Problem statement

Its proponents think of the emerging collaborative consumption movement as something of a game changer. Botsman has been quoted as saying that collaborative consumption might be as significant as the industrial revolution (Ted.com, 2012). Even if its implications might never reach those levels, it is nonetheless important for businesses to realize the possibilities and threats that it presents. For businesses that are ready to embrace it, it can prove to be a source for competitive advantage (Belk, 2014). From a marketing perspective, it is therefore of great relevance to gain a greater understanding of the motivations behind peoples' willingness to take part in collaborative consumption rather than more traditional forms of consumption (Albinsson & Perera, 2012; Bardhi & Eckhardt, 2015). In fact, Belk (2010) considers it to be "a fundamental omission in seeking to understand consumption" not to examine consumer behavior in relation to alternative forms of consumption, like collaborative consumption (p. 730).

Collaborative consumption is far from a new concept. Belk (2014) points out that it was first mentioned as early as 1978, but that it has just recently gained widespread recognition and popularity. As a result, research on collaborative consumption is still limited. Prior research has mainly focused on defining the concept and the potential effects that it may have (Belk, 2014; Leismann *et al*., 2013; Zervas *et al*., 2013). As of now, the consumer perspective, what motivates consumers to engage in sharing and collaborative consumption, has been somewhat overlooked (Belk, 2010). Studies have been limited to certain specific contexts. Albinsson and Perera (2012), for example, studied non-monetary based sharing events, in their case swap meets. According to Botsman and Rogers's definition (2011), these fall into the category of redistribution markets. Bardhi and Eckhardt (2012) studied car-sharing; in this specific case *Zipcar*. Hamari, Sjöklint and Ukkonen (2013) studied *Sharetribe*, a peer-to-peer trading network. *Zipcar* and *Sharetribe* are both examples of market-mediated product service systems. However, to the best of our knowledge, there is still no research on consumer behavior in the context of collaborative lifestyles, the third form of collaborative consumption as identified by Botsman and Rogers (2011). Considering the great success that a variety of collaborative lifestyle businesses have experienced, this is surprising. For example, *Airbnb* is starting to affect the business of hotel chains in the US (Zervas *et al*., 2013) and the valuation of *Uber* is almost as high as that of traditional car rental companies *Avis* and *Hertz*, combined (Huet, 2014).

Furthermore, the results of the various studies on consumer motivation in relation to collaborative consumption, point in different directions. For example, Albinsson and Perera (2012) found that participants at swap meets, first and foremost, were motivated by prosocial and altruistic motives (2012). In stark contrast to this, Bardhi and Eckhardt (2012) found that *Zipcar* users to a large degree seem to be motivated by utilitarian rationales, rather than environmental or sustainability causes. Similarly, Hamari *et al.* (2013), found that economic benefits were stronger motivators for *Sharetribe* users than perceived sustainability. Bardhi and Eckhardt (2015) suggest that utilitarian motives in participating in collaborative consumption are caused by market-mediation. They mean that when sharing is market-mediated, it becomes an economic exchange, something that shifts the focus to be more about personal benefits than anything else. They further suggest that this affects how companies involved with market-mediated collaborative consumption go about their business, as positioning yourself towards affordability and convenience could generate competitive advantage. This implies that the motivating factors for taking part in various types of collaborative consumption might differ depending on which type you are dealing with.

Thus, based on the literature review, it is relevant to look at the drivers of collaborative consumption within the context of collaborative lifestyles. With our study, we intend to provide additional insight into the existing knowledge and literature dealing with consumer behavior in connection to collaborative lifestyles, as previous studies have focused on product-service systems and redistribution markets.

1.3 Research question

What are the motivating factors for consumers to use collaborative lifestyles?

1.4 Purpose

The purpose of this study is to explore what motivating factors influence consumers to use collaborative lifestyles.

1.5 Outline

Chapter 1

In the first chapter, the background and the problem statement is presented. These, in turn, lead to the research question and purpose of the study. The chapter is then concluded by the outline of the study.

Chapter 2

In the second chapter, the theoretical framework is presented. The conceptual model which the study is based on is presented in the end of the chapter. It divides motivational factors into extrincis versus intrincis motivations which then explains how these factors affect the participation in collaborative lifestyles.

Chapter 3

In the third chapter, the methodology is presented. Firstly the research philosophy, design and strategy will be justified. Thereafter the use of the online focus groups will be presented as well as the validity and the reliability of the thesis.

Chapter 4

In the forth chapter, the empirical findings and analysis of the focus groups will be presented. First, the findings of group A will be presented and thereafter the findings of group B will be presented.

Chapter 5

In the fifth chapter, the discussion and comparasion between the two focus groups is presented. The structure follows the conceptual model and is divided into extrinsic motivation, intrinsic motivation and participation in collaborative lifestyles.

Chapter 6

In the sixth, and final, chapter of the thesis, the conclusion and suggestion of future research will be presented.

2. Theoretical framework

In this chapter, the theoretical framework is presented. Firstly, we are going to address consumer behavior. Secondly, collaborative consumption will be briefly explained and a more detailed description of collaborative lifestyles will be presented. Thirdly, intrinsic and extrinsic motivation will be discussed. Fourthly, motivational factors will be described and further categorized as either intrinsic or extrinsic. Finally, in the end of the chapter, a model upon which our study will be based, will be presented.

2.1 Consumer behavior

The aim of this study is to gain a greater understanding of consumer behavior in relation to collaborative lifestyles, more specifically what motivational factors that are important for consumers. Consumer behavior can be said to describe the "activities people undertake when obtaining, consuming, and disposing of products and services" (Blackwell, Miniard, & Engel, 2001, p. 6). In other words, consumer behavior is concerned with why and how people consume. Therefore, understanding consumer behavior can provide businesses with valuable opportunities to adapt their product offerings to the consumers' likings and in that way gain a competitive advantage (Blackwell, Miniard, & Engel, 2001). As alternative forms of consumption, like collaborative lifestyles, are becoming more and more popular, companies competing with collaborative lifestyle platforms are forced to adapt in order to stay attractive to consumers. Previous research argues that consumer behavior in relation to both market-mediated and controlled sharing systems have received little attention and that it is, most often, not regarded as different from traditional ownership (Lamberton & Rose, 2012). In order "to drive successful business models" (Bardhi & Eckhardt, 2015) it is therefore important to look closer at consumer behavior in relation to alternative forms of consumption, like collaborative lifestyles.

An important aspect of understanding consumer behavior is to understand what motivates consumers to use a certain product. Bardhi and Eckhardt (2015), amongst others, suggest that it is important for companies involved in any form of collaborative consumption to understand why consumers use certain products and then do their best to highlight this information to consumers. For example, for companies to be able to position themselves efficiently, it is important to understand whether consumers are interested in lower costs or in social networking. Therefore, the theoretical discussion will focus on consumer motivation and motivational factors for decision making related to this subject. However, firstly, collaborative consumption and collaborative lifestyles will be explained in greater detail, to provide the reader with a deeper understanding of the phenomena and their core principles.

2.2 Collaborative consumption

As collaborative consumption only recently has gained wider popularity (Leismann *et al*., 2013), it is necessary to provide some background to the subject, in order to clarify the context of the study.

2.2.1 Different definitions of collaborative consumption

First of all, it is of relevance to sort out any potential confusion regarding the concept of collaborative consumption. Having only gained popularity recently, collaborative consumption has yet to receive a general and collective definition. Belk (2014) explains that Felson and Spaeth first coined collaborative consumption in 1978. Their definition, however, was far wider than the ones that are used today. They defined collaborative consumption as "events in which one or more persons consume economic goods or series in the progress of engaging in joint activities with one or more others" (Belk, 2014, s. 1597). This definition focuses on coordinated consumption in general and means that even a telephone call could be regarded as collaborative consumption (Belk, 2014).

While a handful of earlier studies touched upon the subject, Leismann *et al*. (2013) argue that collaborative consumption was not popularized until Botsman and Rogers began to call attention to it in 2008. Botsman and Rogers instead define collaborative consumption as "systems of organized sharing, bartering, lending, trading, renting, gifting, and swapping" (2011, p. xv). This definition is considerably narrower than the one used by Felson and Spaeth, as it defines the concept as a form of transaction instead of just consumption that has been coordinated between two or more people. An even more slimmed down definition is that presented by Bardhi and Eckhardt (2012). Rather than collaborative consumption, they denote the concept as access-based consumption and define it as "transactions that can be market mediated but where no transfer of ownership takes place" (2012, p. 881). According to this definition, only transactions that are paid for with some form of monetary compensation can be considered as access-based consumption.

Belk (2014) offers yet another definition. He suggests that collaborative consumption could be defined as "people coordinating the acquisition and distribution of a resource for a fee or other compensation" (Belk, 2014, s. 1597). According to this definition, collaborative consumption must include some sort of compensation. This compensation does not necessarily have to be monetary in nature, but it must be included. It, therefore, differs from Botsman and Rogers' (2011) definition, as it excludes both sharing and gift giving, and

Bardhi and Eckhardt's (2012) definition, as it suggests that compensation does not have to be monetary.

Especially the definitions presented by Botsman and Rogers (2011) and Bardhi and Eckhardt (2012) have been frequently used as a starting point for prior research on collaborative consumption. Since a number of popular collaborative lifestyle platforms do not require any form of compensation, the definition put forth by Botsman and Rogers will be used throughout the thesis.

2.2.2 Four core principles of collaborative consumption

In order to make collaborative consumption work there are four core principles that are considered to be essential (Botsman & Rogers, 2011). The importance of each individual principle can, however, vary from case to case (*ibid*.). As mentioned in the introduction, Botsman and Rogers (2011) divide collaborative consumption into different categories; product service systems, redistribution markets and collaborative lifestyles. While examples of collaborative consumption within these categories differ to varying degrees, all instances of collaborative consumption still share these four core principles; critical mass, idling capacity, belief in the common and trust between strangers.

Critical mass describes "the presence of enough drive in a system in order to make it self-sustaining" (Botsman & Rogers, 2011, p. 75). For example, for a collaborative consumption platform to work, it must be able to provide potential consumers with enough product choices to make them satisfied. If it cannot provide enough choices, there is a great risk that the consumers cannot find what they are looking for. Critical mass, in other words, deals with availability. For it to work, there needs to be a demand and supply relationship where the consumers' needs are met, otherwise they will look elsewhere to satisfy them. In the long run, this will lead to consumers avoiding the collaborative consumption platform, causing it to fail. However, if critical mass is reached, it means that there is such a wide range of choices that everyone's needs will be satisfied and the platform can potentially prosper. Another aspect of critical mass concerns social proofing (*ibid*.). Social proofing refers to how people are influenced to act in a certain way by their peers. When a collaborative consumption platform reaches critical mass, it will have successfully attracted a number of loyal users. These early consumers will in turn influence others to give it a try. In this way, the platform can grow and become socially accepted. Botsman and Rogers (2011) emphasizes the importance of social proofing to collaborative consumption, calling it crucial. This is due to collaborative

consumption forcing its users to break old habits, something people can be very reluctant to do.

The second principle, idling capacity, refers to resources that are not used to their full potential (Botsman & Rogers, 2011). More precisely, it refers to the untapped potential of resources that are underused. Botsman and Rogers (2011) suggest that over 80% of items in the UK and the US are used less than once a month. At its most basic, collaborative consumption aims to take advantage of this idling capacity and redistribute it, so that it can be used more efficiently. This potential maximization of productivity is, first and foremost, enabled by modern technologies such as online social networks and mobile devices (*ibid*.).

Third, belief in the commons refers to shared resources, or put differently, resources that collectively belong to everybody (Botsman & Rogers, 2011). The concept is that when people act with the best interest of the collective in mind, resources can be used more efficiently than they would if people instead would act in accordance with their own self-interest. Botsman and Rogers (2011) explain that when people act in accordance with their own self-interest, it can potentially lead to negative outcomes for society in large. To illustrate this, Botsman and Rogers (2011) use the example of ridesharing. Ridesharing refers to a form of carpooling, where a group of people comes together to share a car ride, instead of each person driving individually. If everyone drives to get around in a city, then both traffic and the environment would be negatively affected. If people instead used ridesharing, traffic would be reduced, people would get around quicker and the environment would be better off. Thus, they suggest that collaborative consumption is a way to balance the interest of the individual with that of the collective. Based on belief in the common, it can create value for everybody involved in it.

The last core principle of collaborative consumption is trust between strangers (Botsman & Rogers, 2011). To be able to make collaborative consumption work, trust is of great importance. In traditional consumption, the consumer interacts with a middleman who ensures the quality of the products or services and controls the interaction. In collaborative consumption, however, there is no such middleman. Instead, the transaction occurs directly with the seller or producer. For that reason, almost all collaborative consumption platforms have systems for ensuring that both buyers and sellers are trustworthy. Rating systems, for example, are commonplace on most such platforms. That way, people can rate the persons with whom they are making transactions and, thus, create a system of references. Effectively, this allows users to see whether a person, with whom you intend to share or make any other

form of transaction with, is trustworthy or not. Building trust is therefore essential in collaborative consumption, as it gives such platforms an opportunity to manage without middlemen to some extent (Botsman & Rogers, 2011).

2.2.3 Collaborative lifestyles

As discussed in the introduction, collaborative consumption consists of three separate categories; product service systems, redistribution markets and collaborative lifestyles. The focus of this study however, will be solely on collaborative lifestyles. Therefore, we will give a more detailed presentation of this category.

Collaborative lifestyles resemble product service systems in that they are also about renting out, or in any other way sharing, assets that are left vacant and unused. Yet, unlike product service systems, collaborative lifestyles deal with intangible assets. These intangible assets can range from time, space (like homes, gardens, offices and other workspaces), and knowledge, to a range of different social spaces (Botsman & Rogers, 2011). The likes of *Couchsurfing*, *Airbnb*, *BlaBlaCar*, *Uber* and *Lyft* are all examples of collaborative lifestyles. However, collaborative lifestyles are more far-reaching than that and encompass a wide variety of other types of platforms. In addition to the aforementioned and well-known examples of peer-to-peer vacation accommodation and ridesharing, a plethora of different kinds of collaborative lifestyle platforms exist. Notable examples include *TaskRabbit*, which allows users to find people in their neighborhood who can help them with tasks of various kinds (Taskrabbit, 2015), *Landshare*, which allows users to share available garden-space in order to, amongst other things, grow vegetables (Landshare, 2015), *Justpark*, which allows users to find available parking-spaces, be they public or private (Justpark, 2015) and *Zopa*, a peer-to-peer monetary lending service (Zopa, 2015). Another distinguishable trait of collaborative lifestyles, beyond the focus on intangible assets, is that it supposedly builds relationships to a higher degree than other forms of collaborative consumption (Botsman & Rogers, 2011). This is due to the social interactions that come from sharing intangible assets. As a result, building trust is of great importance for the success of collaborative lifestyles (*ibid*.).

In the following sections (2.4-2.5), different motivational factors associated with collaborative consumption will be presented and divided into intrinsic and extrinsic motivation. However, firstly, intrinsic and extrinsic motivation will be introduced and explained, in order to make the reader understand this classification.

2.3 Motivation

Previous research on collaborative consumption suggests that motivation can be either altruistic or utilitarian in nature (Albinsson & Perera, 2012; Bardhi & Eckhardt, 2012; Botsman & Rogers, 2011). To address this, a number of later studies have divided the motivation to participate in collaborative consumption into intrinsic and extrinsic (Hamari *et al*., 2013; Van de Glind, 2013).

According to Ryan and Deci (2000) two types of motivation exist; internal and external motivation, respectively. When an activity is driven by intrinsic motivation, it is, first and foremost, motivated by pleasure. The pleasure can be derived from a genuine interest in the activity or simply because it is fun to take part in (Ryan & Deci, 2000). Extrinsically motivated activities, on the other hand, are motivated by some sort of outside influence. These outside influences can, for example, be expectations of rewards or pressures of punishments. Intrinsic motivation can be further divided into two separate categories (Lindenberg, 2001). These are enjoyment-based and obligation-based intrinsic motivation. Enjoyment-based intrinsic motivation is rather self-explanatory. Obligation-based intrinsic motivation, on the other hand, stems from a desire to act appropriately in social contexts.

In the following section, a number of different motivational factors associated with collaborative consumption, will be presented. Then, in the end of the chapter, these factors will be categorized as either intrinsically or extrinsically based, in line with previous research (Hamari *et al*., 2013; Van de Glind, 2013).

2.3.1 Motivational factors

Botsman and Rogers (2011) argue that motivations for consumers can vary between the three different systems of collaborative consumption. They suggest that consumers can be motivated by economic factors, by practical factors, by social factors and by idealistic factors. They mean that consumers can be inclined to engage in collaborative consumption because it might make economic sense to them. For example, using a collaborative lifestyle platform like *Airbnb* might help consumers find high quality travel accommodation for considerably more affordable prices than if they stayed at conventional hotels. Consumers can also be motivated by the practicality that collaborative consumption can present. Using the example of *Airbnb*, consumers could connect with people over the internet, just as easily and efficiently as if they booked accommodation at any conventional hotel. They further suggest that the social aspect of collaborative consumption can motivate consumers. As collaborative consumption often is based upon social interactions, it can potentially foster a sense of

belonging and togetherness that traditional consumption cannot. Paying to stay at someone's home by using *Airbnb*, instead of staying at a hotel, can present a greater opportunity for social networking and creating personal relationships. Lastly, collaborative consumption can be a way for people to support various causes. For example, as collaborative consumption in various ways seeks to unlock idling capacity and to counter overconsumption, it is seen as a way to encourage more sustainable consumption.

In addition to these four motivational factors of collaborative consumption, identified by Botsman and Rogers (*ibid*.), Hamari *et al*. (2013) and Van de Glind (2013) each present additional factors. Hamari *et al*. (2013) suggest that consumers can be motivated to participate in collaborative consumption by factors such as reputation among peers. For example, consumers might think that participating in collaborative consumption, a new and innovative form of consumption that is commonly associated with sustainability and environmentalism, will give them a greater reputation and a higher status among "like-minded people" (2013, p. 15). Van de Glind (2013), in turn, suggests that consumers can be motivated by a sense of curiosity towards the concept of collaborative consumption. He means that, as collaborative consumption is an emerging concept, consumers might get a thrill out of testing something, for them, completely new.

These different types of motivations are the primary motivational factors associated with collaborative consumption. Especially financial, social, practical and idealistic motivation is consistently recurring in prior research (Bardhi & Eckhardt, 2013; Botsman & Rogers, 2011; Hamari *et al.,* 2013). In the following section, we will address each of these six motivational factors individually and in greater detail.

2.3.1.1 Economic factors

The first of the motives for collaborative consumption, presented by Botsman and Rogers (2011), is economic motivation. Economic motivation has proven to be strong in previous research regarding consumer behavior in relation to collaborative consumption, indicating that consumers often have a rational approach. Bardhi and Eckhardt (2012) found that the strongest motivations for people to use Zipcar where self-serving and utilitarian in nature. They claim that, in their study of access-based car sharing, the strongest incentives for consumers were convenience and savings brought on by lower costs. Similarly, Hamari *et al.* (2013), when studying peer-to-peer trading on *Sharetribe*, found that economic benefits trumped perceived sustainability as an incentive to participate in collaborative consumption.

This is in line with the argument of Auger, Devinney and Eckhardt (2010), that ethical concerns often take the back seat when making purchasing decisions. They suggest that economic and functional concerns, most often, are far more important to consumers than ethical ones. It is, furthermore, also in line with the argument of Bardhi and Eckhardt (2015), who contend that when sharing is market-mediated, like most collaborative consumption platforms are, consumers tend to view it as an economic exchange rather than a social one. As an economic exchange, the main concerns for consumers are functional and, as a result, they "simply want to make savvy purchases" (Bardhi & Eckhardt, 2015).

2.3.1.2 Practical factors

Practicality and convenience is regarded as another important motive for partaking in collaborative consumption (Botsman & Rogers, 2011). For example, in a study of a number of different collaborative consumption platforms, Van de Glind (2013) found that the most frequently recurring reason for participating in collaborative consumption was that it is practical. The convenience of collaborative consumption, as an alternative to traditional forms of consumption, is derived from a number of reasons; the most important being technological advancements and changing values regarding ownership.

The rise of collaborative consumption has been enabled, in part, by the internet. The internet, especially the sharing behavior that can be found on social networking sites, has made it possible for the idea of collaborative consumption to take root (Botsman & Rogers, 2011). It has, in a way, taken, what can almost be seen as obsolete forms of consumption, like trading and bartering and made them increasingly relevant and available at a much larger scale (Belk, 2014). To fully understand consumers' motivations to take part in collaborative consumption, it is therefore important to look at what roll the internet has on consumer decisions related to collaborative consumption.

It is, first and foremost, what is referred to as web 2.0 that has facilitated collaborative consumption on a larger scale (*ibid*.). Web 2.0 is essentially websites where anyone can "contribute with content and connect with each other" (Carroll & Romano, 2010, p. 190). This has enabled sharing on a much larger scale through various social networks (Grassmuck, 2013). These social networks provide an opportunity to redistribute various forms of idling capacity much easier than before, thus allowing people to make more efficient use of any unused resources. The double coincidence of wants, the problems associated with finding someone who is willing to share with you, which is commonly regarded as a considerable

hindrance for sharing and bartering, becomes less of a problem (Botsman & Rogers, 2011). Botsman and Rogers (2011) argue that the internet, in providing an efficient way to deal with the double coincidence of wants, makes it far easier to share and makes collaborative consumption a far more convenient alternative than before. Other technological advancements, like secure online payment systems, have also made it possible for collaborative consumption platforms to create trust, something that is considered vital for collaborative consumption to work (*ibid*.). The Internet thus provides collaborative consumption with the necessary system for it to function. As Botsman and Rogers put it; "sharing has always depended on a network – but now we have one that is redefining its scope, meaning and possibility. That network is, of course, the Internet" (2011, p. 55).

Another aspect contributing to collaborative consumption's attractiveness as a convenient alternative to traditional consumption is a change in values and, subsequently, consumption patterns (Bardhi & Eckhardt, 2012). Today, values concerning ownership are changing. Ownership is beginning to be regarded as something cumbersome, and various forms of sharing are seen as more flexible alternatives. Bardhi and Eckhardt (2012) argue that we are experiencing a form of re-urbanization, which involves people moving from suburbs into cities. This results, in turn, in an increased attractiveness of sharing, as living space is limited in the city. These different aspects together contribute to make collaborative consumption a viable and convenient alternative to traditional consumption.

2.3.1.3 Social factors

Another driver of the collaborative consumption movement is an apparent change in values in society (Botsman & Rogers, 2011). It has been suggested that a "culture of cooperation" is emerging, where people use sharing to build a sense of community (Albinsson & Perera 2012; Grassmuck, 2013). Consumers are driven by a desire to connect with people, not only their immediate circle of acquaintances, but also other people in the community (Albinsson & Perera, 2012). For example, in his study, Van de Glind (2013) found that social aspects were the second most common reason among consumers to participate in collaborative consumption. He suggests that consumers are motivated by a desire to help others and create social cohesion. These desires are fueled by a wish to foster feelings of togetherness, belonging and esteem. Botsman and Rogers (2011) calls this the "we mind-set", and claim that it is fueled by technological advancements and championed by the millennial generation. However, while Botsman and Rogers ascribe the shift in values to the millennial generation, they, at the same time, suggest that these values are not restricted to just one particular age

group. The millennial generation is characterized as being open, interactive and collaborative, but these characteristics are shared by people of all ages, young and old alike.

2.3.1.4 Idealistic factors

Idealistic incentives, first and foremost environmental and ethical concerns, are often considered to be important motivation for collaborative consumption (Albinsson & Perera, 2012; Botsman & Rogers, 2011; Sacks, 2011). In fact, Albinsson and Perera (2012) found that a desire to reduce environmental impact and promote various social causes was a strong driving force for participants of various redistribution markets. It has further been shown, that sustainability positively affects consumers' attitudes towards collaborative consumption (Hamari *et al*., 2013). However, idealistic reasons for participating in collaborative consumption are not limited to environmental concerns. Other social causes, like for example various political causes, can be of importance as well (Albinsson & Perera, 2012).

While many instances of collaborative consumption have evolved from an environmental concern, the reasons for consumers to use different platforms are quite often not related to environmental concerns at all (Botsman & Rogers, 2011). In fact, it has been found that sustainability, more often than not, is an unintentional outcome of participating in collaborative consumption. In line with this, Van de Glind (2013) found that only a marginal number of consumers cite environmental concerns as their primary reason to use collaborative consumption.

2.3.1.5 Reputation factors

Reputation is yet another motive for participating in collaborative consumption. In a study of the peer-to-peer trading website *Sharetribe*, Hamari *et al*. (2013) found that consumers to a limited extent were motivated by factors such as reputation among peers, but to a considerably lesser degree than for example economic benefits.

2.3.1.6 Curiosity factors

Finally, curiosity is also considered to be a strong motivational factor for participation in collaborative consumption (Van de Glind, 2013). While studying a number of different collaborative consumption platforms, Van den Glind (2013) found, that as many as half of the respondents in the study cited curiosity as a motivating factor for using the platforms. This curiosity in using collaborative consumption was found to be driven by both a desire to network and a desire to try the platforms themselves.

2.4 Categorization of motivational factors

Using Ryan and Deci's (2000) definitions as a starting point, Hamari *et al*. (2013) and Van de Glind (2013) have respectively categorized the different motivational factors of collaborative consumption as either intrinsic or extrinsic.

Hamari *et al*. (2013) identifies two motivational factors as intrinsic, enjoyment and sustainability, and two as extrinsic, economic benefits and reputation.

Table. 1. Categorization of motivational factors

Intrinsic motivation	Extrinsic motivation
Enjoyment	Economic benefits
Sustainability	Reputation

(*Based on Hamari et al., 2013*).

Enjoyment is a rather all-encompassing factor, but relatedness is considered to be an important aspect of this (*ibid*.). Social motivation could therefore be considered to be a part of enjoyment. Furthermore, they consider sustainability to be related to ideology and norms, and it thus fall into the intrinsic category. Lastly, economic benefits and personal reputation fall into the extrinsic category as they are both related to rewards (*ibid*.).

Van de Glind (2013), on the other hand, identifies social motivation, environmental motivation and curiousness as intrinsic and practical motivation and financial motivation as extrinsic. He considers social motivation to be intrinsic, as it is driven by the enjoyment that the consumers' get from sharing with others and fostering togetherness. Environmental motivation is considered to be intrinsic as it is driven by the consumers' willingness to do the right thing. Curiousness is considered to be intrinsic, as it is driven by the consumers' enjoyment in testing new things. Conversely, practical motivation is considered to be extrinsic as it is connected to the fulfillment of the consumers' needs. Financial motivation is considered to be extrinsic for much the same reason (*ibid*.).

In addition to this, Van de Glind (2013) considers social motivation and curiousness to also have extrinsic components. He suggests that social motivation can be extrinsic in that users are motivated by forward reciprocity. This means that if they in some way share, lend or help someone else through a collaborative consumption platform, they hope that their favor will be reciprocated in the future. Van de Glind (2013) also suggests that social motivation can be extrinsic in that some users might enjoy praise from people that they share, lend and otherwise help through collaborative consumption. Finally, Van de Glind (2013) considers

curiousness to have an extrinsic component in that consumers can be motivated by "future tangible rewards".

Table. 2. Categorization of motivational factors

Intrinsic motivation	Extrinsic motivation
Social	Practical
Environmental	Social
Curiousness	Financial
---	Curiousness

(*Based on Van de Glind, 2013*).

Based on the above categorizations, the six previously identified motivational factors can be categorized as either intrinsic or extrinsic. Consumers that are attracted to collaborative consumption because of its convenience and savings are extrinsically motivated. Conversely, consumers that are motivated by the opportunity for social networking or to be more environmentally conscious are intrinsically motivated. However, the type of intrinsic motivation differs. Social motivation can be categorized as enjoyment-based intrinsic motivation. Consumers who participate in collaborative consumption in order to build a sense of community and foster a feeling of togetherness can be said to be motivated by enjoyment. Those consumers who want to be more environmentally or otherwise socially conscious, on the other hand, can be categorized as motivated by obligation-based motivation. Acting in a sustainable and ethical way can be seen as a way to act appropriately in different social situations. Additionally, consumers who participate in collaborative consumption because of the effects that they hope it will have on their reputation and status, does so for extrinsic reasons. In contrast, consumers who participate in collaborative consumption because they are interested in trying new things, does so because they are motivated by enjoyment-based intrinsic motivation.

However, we consider social motivation and curiousness to be primarily intrinsically motivated. Forward reciprocity as well as praise and compliments are associated with those who offer collaborative consumption services, not with those who consume them. Therefore, as the aim of the study is to focus on consumer behavior in relation to collaborative lifestyles, the extrinsic component of social motivation will not be considered. Also, the extrinsic component of curiousness will not be taken into account. This as we experience that the future tangible rewards that Van de Glind (2013) associate with curiousness, rather belongs to economic, practical and social motivation.

2.5 The conceptual model of the study

The aim of this study is to gain a general understanding of the motivational factors for participating in collaborative lifestyles. To help us in our effort to do so, we have developed a conceptual model, based on the categorization of the motivational factors presented above, into intrinsic and extrinsic by Hamari *et al.* (2013) and Van de Glind (2013). The model divides the six motivating factors into two main categories, intrinsic and extrinsic motivation respectively. Intrinsic motivation includes motivation driven by pleasure. That can include genuine interest in an activity or motivation to participate in an activity simply because the activity in questions is fun. Intrinsic motivation can further be divided into enjoyment-based and obligation-based motivation. Extrinsic motivation, on the other hand, includes motivation driven by some outside influence. Examples of outside influence, includes rewards as well as punishments.

As displayed in figure 1, the model uses six motivating factors that, through previous research, have been identified as commonly associated with other forms of collaborative consumption, as well as with collaborative consumption in general. As no motivational factors have previously been identified specifically in relation to collaborative lifestyles, these factors have been used. Three factors have been identified as intrinsic and three have been identified as extrinsic. Furthermore, two of the intrinsic factors have been identified as enjoyment-based and one as obligation-based. The intrinsic enjoyment-based motivational factors are social motivation and curiosity. The intrinsic obligation-based motivational factor is idealistic motivation. Finally, the extrinsic motivational factors are economic and practical motivation and reputation.

Social motivation refers to motivation driven by a desire for social networking and fostering a feeling of togetherness. Curiosity refers to motivation driven by testing new things. Idealistic motivation refers to motivation driven by different idealistic reasons, for example sustainability, environmentalism, ethical considerations and various other political reasons. Economic motivation refers to motivation driven by savings and lower costs. Practical motivation refers to motivation driven by practicality and convenience, for example providing easier and more flexible options. Reputation refers to motivation driven by a desire to gain status among peers. These six motivational factors have been operationalized thorough the use of online focus groups and questions regarding motivation in relation to these have been asked (see chapter 3.4.3).

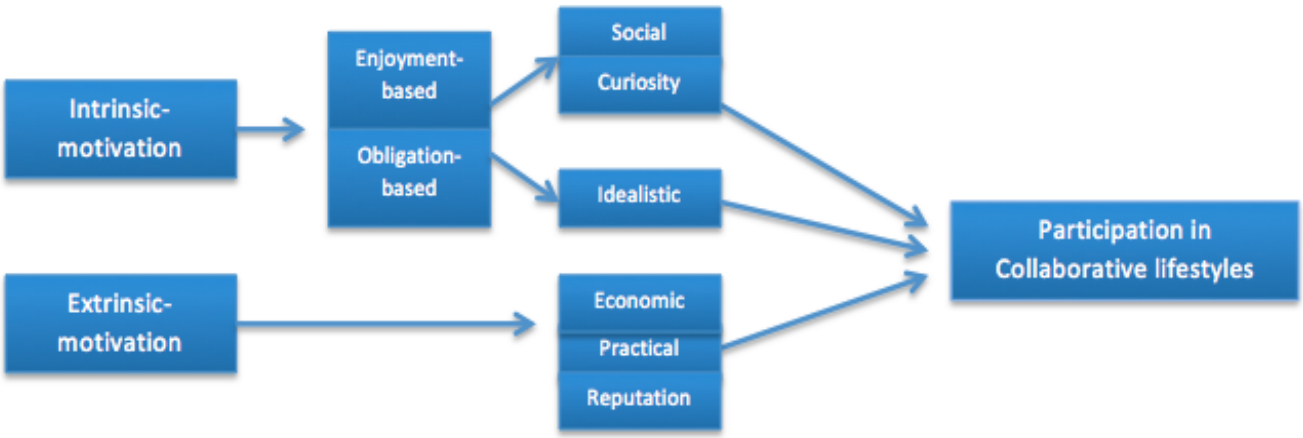

Figure 1. Conceptual model of motivating factors for participation in collaborative lifestyles (Based on Hamari et al., 2013 and Van de Glind, 2013).

Subsequently, this model will be used as a framework in our study when exploring the relationship between the six motivational factors and how these affect participation in collaborative lifestyles.

3. Methodology

In this chapter, the study's research philosophy, strategy and design will firstly be presented. Secondly, the reasons for why we have opted to use focus groups will be examined. Thirdly, the practice of the focus group will be presented. This part is further divided into subheadings. First, the set-up of the focus groups will be explained; thereafter the warm-up week will be explained. This is followed by a section of how we increased the reliability and validity of the study through writing diaries. Thereafter the interview guide for the chat-session will be explained, which is followed by a section explaining the focus group chat-sessions. Fourthly the data analysis method of the thesis will be discussed. Finally the ethical considerations of the thesis will be examined.

3.1 Research philosophy, strategy and design

There are a number of methodological considerations to make whilst in the process of writing a research study. These considerations concern research philosophy, strategy and design (Saunders, Lewis, & Thornhill, 2009).

Research philosophy relates to the researchers' preconceived ideas of how they view the world (Saunders *et al*., 2009). For example, they deal with what the researchers consider to be knowledge and how knowledge is best gathered. These assumptions about how the researchers view the world will, in turn, affect the choice of strategy and method for the study. It is therefore important to be aware of and make it clear what research philosophy that the researchers adhere to (*ibid*.).

According to Saunders *et al*. (2009), there are two dominating research philosophies within business research; positivism and hermeneutics. Positivism draws inspiration from natural sciences; it concerns proof rather than impressions and understanding (Bryman & Bell, 2011). Contrary to this, hermeneutics draws inspiration from social sciences and focuses on understanding and explaining social phenomena in order to make relevant interpretations (*ibid.*). Bryman and Bell (2011) explain hermeneutics as a research philosophy that more commonly highlights words rather than quantifications in its analysis and collection of data. To put it differently, positivism tries to explain human behaviour while hermeneutics tries to understand it (*ibid*.). Since the aim of our study is to understand rather than just explain what motivates people to take part in collaborative lifestyles, a hermeneutic research philosophy will be adopted. Using a hermeneutic philosophy will allow us to gain a deeper understanding of the underlying factors of motivation in relation to collaborative lifestyles since it primarily emphasizes empathy and understanding (*ibid*.). Furthermore, a qualitative research strategy

will be used, as it will allow us to gain a more holistic view of our subject, in line with the aim of the hermeneutic research philosophy.

The research design of a study intends to provide a framework for both the empirical and analytical work that is to be carried out (Bryman & Bell, 2011). As such, it is of great importance to choose a research design that is in line with the research philosophy and that will help serve the purpose of the study in the best way possible. As previously explained, we are going to use a hermeneutic research philosophy in order to analyze what motivates people to take part in collaborative lifestyles. Since collaborative lifestyles is an emerging concept, an exploratory research design will be used. An exploratory design is considered to be particularly appropriate in situations when the researcher does not know the precise nature of the intended research problem, since it is both flexible and adaptable (Saunders *et al*., 2009). Thus, the exploratory design will be suitable for this study.

3.2 Online focus groups as a data collection method

With our research question and research philosophy in mind, we decided to conduct our study through the use of online focus groups.

Online focus groups were chosen in favour of other commonly used qualitative research methods, including traditional focus groups, interviews and observations, as we believed that it would allow us to gain more open answers from the participants and therefore serve our purpose in the best way (Denscombe, 2009). Additionally, focus groups are characterized by social interaction between the participants, which is considered to be one of the greatest strengths of focus groups as a research method (Alvehus, 2013). Therefore, the use of online focus groups would allow us to maintain the social interaction of the participants without requiring them to meet face-to-face (Denscombe, 2009).

Online focus groups can, furthermore, be carried out either in real time, so called synchronous focus groups, or over a longer period of time, so called asynchronous focus groups (Bryman & Bell, 2011). Both methods were used in the study. The first part was conducted asynchronously since it allowed the participants to reply to the questions whenever they had the time. This was intended to make it easier for the participants to take part in the study. However, as asynchronous focus groups run a greater risk of participants dropping out because of the longer time frame, the second part was carried out synchronously in real time (ibid).

Another reason for why we opted to use online focus groups rather than traditional ones was due to the fact that we could pick participants that we deemed to be suitable for the groups, without having to think about the geographic limitations (Bryman & Bell, 2011). Additionally, as online focus groups tend to lessen the impact that aspects such as gender and culture have on the interaction, we believed that it would reduce the interviewer effect. Furthermore, online focus groups provide the respondents with more time to consider and reflect on the asked questions. This, in turn, increases the quality of the responses since the respondents have more time to think their answers through (*ibid*.). As it was unclear whether the participants were familiar with the topic or not, this was believed to be beneficial for the study.

Apart from this, there are a few disadvantages related to using focus groups online that need to be taken into consideration. For example, not operating the focus groups in real time can lead them to lose some of the spontaneity that is usually found when people meet face-to-face (Denscombe, 2009). Furthermore, it does not give you the same visual clues about what is going on in the groups, as when the respondents are meeting face-to-face. Therefore, some parts of the interaction between the participants are lost. Also, the conversation might not follow a traditional structure. There can be a considerable time gap between the questions and the answers if the participants are not online at the same time. Furthermore, there is a possibility that several participants type responses at the same time, something that might affect the flow of the conversation (Bryman & Bell, 2011). Even if there are a few disadvantages related to using online focus groups, we think that the positive aspects outweigh the negative ones. Thus, we believed that this method would serve the purpose in the best way.

3.3 Selection of participants

In general, a focus group consists of around ten participants, but can vary anywhere between six to twelve participants (Alvehus, 2013). It was, therefore, decided that our two focus groups would consist of eight participants respectively, as larger groups generally are more difficult to manage (Bryman & Bell, 2011). Since the study was to be carried out online via Facebook, we contacted a number of Facebook-friends via Facebook and inquired whether they would be interested in participating in our study on collaborative lifestyles or not. However, even if a quite large number of people, (around 25 people in total for both groups, including the ones who agreed to take part) were asked to participate in the study it turned out to be more difficult than expected to find people willing to participate. The most common

reason for this was lack of time. Therefore one of the focus groups had only six participants. The selected participants were informed of the nature of the study; that it was to be carried out through online focus groups, that they would be anonymous and that the collected material would be kept confidential. To keep in line with this, we have omitted the participants' names from our study and have instead used fictitious names throughout. Additionally, all of the participants were informed about the conditions; that they needed to be online at least once a day and that the focus group ended with a one-hour chat-session.

During the warm-up week, group A consisted of eight participants. However, due to circumstances out of his control, David could not participate in the concluding chat-session. Therefore, there were only seven participants at this occasion. As for group B, it had only five participants at the start of the warm-up week. However, Eva stepped up to the plate and joined the group on the 5th of May. However, she did not answer any of the questions until 8th of May, when she answered all of the questions she had missed.

In the tables below the participants of each group are presented. Group A consisted of four men and four women. Their ages ranged between 21-25. Group B consisted of five men and one woman. Their ages ranged between 22-31.

Table. 3. Participants group A

Group A	Gender	Age
1. Pia	Female	23
2. Lisa	Female	22
3. Lotta	Female	24
4. Stina	Female	22
5. Kalle	Male	25
6. Alex	Male	24
7. Johan	Male	25
8. David	Male	21

Table. 4. Participants group B

Group B	Gender	Age
9. Eva	Female	30
10. Adam	Male	24
11. Samuel	Male	22
12. Anton	Male	24
13. Viktor	Male	24
14. Erik	Male	31

3.4 The practice of the focus group

The study consisted of two separate online focus groups. Two groups were used instead of just one, as using just one group might be insufficient to create a representable result. When you use a single focus group, you run the risk that the responses are limited to that specific group (Bryman & Bell, 2011). The focus groups were conducted over the course of eight days (from 3rd of May to 10th of May, 2015). The first seven days consisted of a warm-up discussion, which was carried out asynchronously, in two secret groups on Facebook (see appendix 4, 5). On the final day, a so-called synchronous focus group was carried out in both groups, when all of the participants were online at the same time. These meetings were carried out using Facebook's chat-function (see appendix 6, 7).

3.4.1 Warm-up week

The Facebook groups were opened on the 3rd of May and the participants were able to start the discussion. The warm-up week was supposed to function in the same way as the opening questions of a traditional focus group in order to make the participants feel comfortable in the setting, get the chance to become acquainted with each other and get to know the subject a little bit better (Denscombe, 2009). Therefore, they were provided with a short power point presentation on the topic and were then encouraged to search for additional information on their own (see appendix 10).

The warm-up discussion started on the second day, after the participants had familiarized themselves with the topic. The discussion started with general questions so that the association options of the group could be kept open (Alvehus, 2013). The participants were provided with one question per day and they were then encouraged to discuss around this

topic. To provide an example, the first question of the week inquired the participant about their first impression of collaborative lifestyles (see appendix 2, 3).

The conversation was planned to proceed and move forward on its own, so that we as moderators could stay in the background as much as possible. However, when deemed necessary, we stepped in and prevented the conversation from changing direction and moving away from the topic or simply fade away (Denscombe, 2009). The morning after each question had been posted, we looked through the participants' answers in order to continue the discussion with a linking question for the current day. The same procedure was repeated throughout the entire warm-up week (see appendix 2, 3). To conclude the warm-up discussion, a question about whether the participants' opinions about collaborative lifestyles had changed during the course of the week, was asked.

3.4.2 Diaries of the warm-up week

In order to systematically ensure that we really measured what we intended to measure, we kept diaries where we wrote down exactly how the data collection proceeded (see appendix 2, 3). For example, we kept track of the most important events each day, like how many participants that answered each question and when, as well as the topics that were discussed and if we could deduce anything from the discussions. Even though two focus groups were used (with different members), this has ensured that the collection of data was done in a coherent manner in both groups. Furthermore, both of us acted as moderators in both groups. In that way, we could both have control over what was said and had the opportunity to intervene in the discussions if necessary. We also made sure that the same questions were asked in both groups and discussed the questions amongst each other before uploading them. In turn, this has contributed to increasing both the validity and reliability of the study.

3.4.3 Interview guide

The aim of the chat-sessions was to conduct two one-hour focus group interviews. One each with the two groups (groups A and B). The questions focused on the six different motivational factors, identified in the theoretical framework; social, idealistic, curiosity, economic, practical and reputation factors (see appendix 1). A semi-structured interview guide was constructed, as we wanted to be able to change the order of the questions and be flexible if necessary. Moreover, we wanted the participants to feel free to develop new thoughts that they might not have been thinking of before the interview. Additionally, almost all of the questions were open-ended, in order to make it possible for the participants to develop and think their answers through before replying (Denscombe, 2009).

The interview guide has been operationalized to the theoretical framework on which the study is based, and divided into two sections. The first section includes questions related to intrinsic motivation and the second section includes question related to extrinsic motivation. Each section has been further divided into three separate categories. Each category is related to a different motivational factor. Before any questions related to the six categories were asked, the participants were provided with an opening question, which inquired what the participants thought was the main reason for people to participate in collaborative lifestyles. This set-up was used in order to get the discussion started. Since the topic had already been discussed throughout the warm-up week, there was no need to ask any traditional opening questions. Traditional opening questions usually try to avoid pushing the participants to state their opinions before getting to know each other, which otherwise is a good way of starting an interview (Denscombe, 2009).

After the introductory question had been asked, the remaining questions were divided into sections according to our conceptual model (see figure 1) as follows:

The first section included questions concerning intrinsic motivations, which is first and foremost, motivated by pleasure. It was further divided into three different categories as follows:

The first category consisted of questions concerning social motivation, which includes motivation driven by a desire for social networking and fostering a feeling of togetherness. Questions about belonging and networking were therefore asked.

The second category consisted of questions concerning idealistic motivation. This includes motivation driven by different idealistic concerns, such as sustainability, environmentalism, ethical considerations and various other political causes. Therefore, questions about the importance of sustainability and ethical considerations were asked.

The third category consisted of questions concerning motivation driven by curiosity. Therefore a question about the participants' motivation towards trying new things was asked.

The second section included questions concerning extrinsic motivation, which is motivated by some sort of outside influence. It was further divided into three different categories as follows:

The first category consisted of questions concerning economic motivation. This includes motivation driven by savings and lower costs. Therefore questions about the importance of cost in relation to collaborative lifestyles were asked.

The second category consisted of questions concerning practical motivation. This includes motivation driven by practicality and convenience. For example, providing easier and more flexible options. Questions about the importance of the flexibility of collaborative lifestyle services were therefore asked.

Finally, the third category consisted of questions concerning motivation driven by reputation. This includes motivation driven by a desire to gain status among peers. Therefore questions about the importance of what other people think about you and your choices were asked.

3.4.4 Focus group sessions

The focus group sessions were set up as a one-hour meeting for each group on the final day of the study. Unlike the warm-up session, these were carried out using Facebook's chat function, in order to make it easier for the participants to follow the conversation. During the meetings all of the participants were online at the same time. The interviews were conducted one at a time. This set-up allowed us both to supervise and moderate the discussions. This was deemed to be crucial, as it would lessen the interviewer effect and in extension increase and strengthen the reliability of the collected data (Denscombe, 2009).

As mentioned above, a semi-structured interview guide, based on the theoretical framework, was organized for this occasion (see appendix 1). This was used in order to give us a clear picture of what would be discussed and at the same time provide us with the possibility to be flexible and change the order of the topics if necessary (Denscombe, 2009).

The focus group sessions started at 15.00 on the 10th of May, with the session for group B. The participants were invited to the group session well before the scheduled time, in order to make the start as smooth as possible. Still, the session started 15 minutes after it was scheduled, since it took some time for all of the participants to get ready.

During the chat-session, all of the participants were involved and engaged in the conversation. The discussion went smoothly, and we asked all of the questions that we intended to ask, (see a selection in appendix 7). However, it could be challenging for us as moderators to follow the discussion at times, since the participants occasionally typed their answers simultaneously. This was one of the greatest challenges that we had to deal with during the

meeting. Group B's session ended at 16.30. This provided us with a suitable time frame to reflect over the discussion of the first group and to prepare for that of the second group, which was held at 17.00.

During group A's chat-session the procedure was pretty much the same. It was scheduled to begin at 17.00 but did not start until 17.15. This group was not as quick to reply as group B. However, it was still a challenge to follow the answers and see who said what at times. This, maybe, due to the fact that this group consisted of one more person than group B. The session ended at 18.15 and we were pleased with the answers as we had asked what we intended to ask (see a selection in appendix 6). In the very end of the chat-session, we thanked the participants for taking part in the study and all of them seemed to be satisfied with the interview.

3.5 Data analysis methods

After completing the warm-up and chat-sessions and before commencing the data analysis, we transcribed the collected data. The data from the former was printed out directly from the Facebook-page and the data from the later was first copied from Facebook's chat function and then pasted into a word-document. It was then printed out as well. The collected data amounted to a total of 47 pages. The warm-up consisted of 18 pages and the chat-session consisted of 29 pages (see a sample in appendix 6, 7).

Thereafter, as a considerable amount of material was collected, the material was colour coded in order to facilitate the data analysis. Each motivational factor was ascribed a certain colour and then all of the answers associated with each motivational factor was highlighted accordingly. The collected material was then compiled into two separate documents, one document for group A (see appendix 8) and one for group B (see appendix 9), and analysed separately.

In order to make the structure of the empirical findings and analysis (chapter 4) as clear as possible, the two focus groups, A and B, were analysed separately. This was done as we wanted the two groups to act as each other's control groups. The value of discussing them separately was that we could compare weather they differed or not. Furthermore, it allowed us to control that we actually measured what we intended to measure.

3.6 Ethical considerations

The warm-up and the chat-sessions were both conducted in Swedish for the convenience of the participants. However, the compiled material was translated into English, in order to

further facilitate the data analysis. Therefore, it was important to translate the material in a way that represented what the participants had actually said. Furthermore, other ethical considerations included anonymizing the identity of the participants in the study. Instead of using their real names we used fictitious names throughout. Additionally, in order to further protect the identity of the participants, the warm-up was carried out in a secret Facebook-group, which only the members of the group could access. Therefore no one except the participants and we as moderators could see what was written.

4. Empirical findings and analysis

In this chapter the empirical findings and analysis of the both focus groups will be presented. The empirical findings are combined with the analysis, and also connected to the theoretical framework presented in chapter 2. Firstly the empirical findings and analysis of group A will be presented, thereafter the same procedure will be done with group B.

4.1 Empirical findings and analysis of group A

During both sessions, different reasons for participating in collaborative lifestyles were brought up by the participants. In order to present our findings in a clear and well-structured way, we have chosen to present our findings in accordance with the conceptual model; one motivational factor at a time. They will be presented in the following order: economic factors, practical factors, social factors, idealistic factors, reputation factors and curiosity factors.

4.1.1 Economic factors

During the warm-up, all eight participants considered economic factors to be the main selling point for participation in collaborative lifestyles in general. Also, Lisa, Johan and Kalle cited economic benefits, most importantly cost savings, as reasons for why they might use collaborative lifestyle platforms themselves. This makes economic benefits the most commonly recurring reason to use collaborative lifestyles in group A during the warm-up. However, Pia, Lotta, Stina and Alex never specifically mentioned it to be a reason for them to use collaborative lifestyles personally.

During the online chat-session, when asked why others might be attracted to use collaborative lifestyles, all of the seven participants brought up economic benefits as the main reason. When asked whether economic benefits were important to them personally, all agreed that price would probably be the most important factor. For example, Lisa pointed out that:

> *The cost is obviously important, I would probably not use it (collaborative lifestyles) if it had the same or a higher price than, for example, a hotel or a restaurant. - Lisa*

Furthermore, they suggested that, even though other factors also are important, price would probably be the top priority. Also, almost all participants pointed out that the price needs to be below that of conventional alternatives in order for them to use collaborative lifestyles.

When asked about whether they would use collaborative lifestyle platforms even if they had a stronger economic position than they might currently have, all participants except Johan, who did not answer the question, said that it would not matter. Instead, the participants, once again, argued that what matters is the price in relation to that of conventional alternatives.

This suggests that, all of the participants in group A seem to consider economic benefits, like cost savings, to be the most important factor for them when considering using collaborative lifestyles. This is very much in line with the arguments of Auger *et al*. (2010), who suggest that economic concerns tend to be the main concern for consumers and that other factors, such as ethical and environmental concerns, are less important. Furthermore, it also seems to be in line with the arguments made by Bardhi and Eckhardt (2015), that when sharing is market meditated, like most cases of collaborative consumption are, consumers tend to view it is an economic exchange rather than a social one.

4.1.2 Practical factors

During the warm-up, Alex, Pia and Kalle mentioned that practical factors, such as providing easier ways to find accommodations while travelling, could be a reason for people to use collaborative lifestyle platforms. Furthermore, Kalle pointed out that collaborative lifestyle platforms tend to be easy to use and that they facilitate many activities. However, none of the mentioned participants brought up practical factors as a reason for themselves to use collaborative lifestyles at any point during the warm-up week. Instead, Lisa was the only participant who expressed that she could see herself using collaborative lifestyle platforms because she considers them to be both practical and convenient. Conversely, David considered collaborative lifestyle platforms to be impractical, and cited that as a reason for why he was not compelled to use any such service. He said:

> *It is also a question of convenience and comfort; in my opinion it is much more demanding to find good and reliable options with Couchsurfing than booking a hotel room. – David*

During the chat-session, when asked about why others might be interested in using collaborative lifestyles, none of the participants brought up practicality as a motivating factor. However, when the participants were asked about whether it was important to them that collaborative lifestyle platforms are easy to access and use, all of them agreed that it is imperative. The general attitude in the group was that a collaborative lifestyle platform could not be more complicated than conventional alternatives. Then, the conventional alternatives would be used instead.

This suggests that, the participants of group A do not consider practicality and convenience to be a top motivating factor for using collaborative lifestyles. However, it does suggest that it is important for them that the services are convenient in order for them to be at all relevant. In other words, it seems to be a condition to use collaborative lifestyle platforms rather than

anything else. This, once again, seems to correspond with the argument made by Bardhi and Eckhardt (2015), that when the exchange is market mediated, then utilitarian factors, like convenience, are of greater importance than altruistic factors.

4.1.3 Social factors

During the warm-up, both Lotta and Lisa pointed out that social factors could motivate people to use collaborative lifestyle platforms. Lisa pointed out that, while collaborative lifestyles often present a good and cheap alternative, they also allow you to meet new people and extend your social circle. This was considered to provide added value. However, Lotta, along with David, later on expressed hesitancy to use collaborative lifestyles because of the social factor, explaining that they feel more comfortable consuming services like these, together with people they are already familiar with. Yet still, both Lotta and David were positive towards using collaborative lifestyles because of the social factor, when the participants were discussing *Mealsharing* later during the warm-up week:

> *Can be a perfect way to experience culinary culture differences and find new kinships/ acquaintances and friends. – Lotta*

This might indicate, that it depends on the situation and the collaborative lifestyle platform, how important the social factor really is to the participants in group A. This is, partly, in line with the argument made by Bardhi and Eckhardt (2015) that whether consumers are altruistically or functionally motivated, depends on whether they see the exchange as social or economic.

During the chat-session, when asked about why others might be interested in using collaborative lifestyles, Pia and Lisa both mentioned social factors. However, none of the other participants expressed any similar sentiments. When the participants were asked, specifically, if they thought that collaborative lifestyle services could be a way for them to feel togetherness, all agreed that they did not.

When asked whether it is important for them that using collaborative lifestyles allows them to extend their social circles, all of them agreed that while it is fun to meet new people, it is not a top priority when using most collaborative lifestyle platforms. Lisa also pointed out that it depends on which service she was using. For example, she said that using *Mealsahring* is not all about the food it is about meeting new people too.

This further suggests that the importance of the social factor might vary between both situations and collaborative lifestyle platforms for the participants in group A. For example, if they are using *Mealsharing* then social factors might be the most important ones. However, in other situations they might use collaborative lifestyles for other reasons. Thus, even though Albinsson and Perera (2012) point out that consumers often are driven by a desire to connect with people, and Van de Glind (2013) found that the social aspect was one of the most important reasons for consumers to use collaborative consumption in general, group A does not seem to be particularly motivated to participate in collaborative lifestyles due to social factors.

4.1.4 Idealistic factors

During the warm-up, when the participants were asked about their first impressions of collaborative lifestyles, Pia, Alex, Stina, Kalle, David and Johan, all identified them as interesting from a sustainability point of view. Still, no one gave the impression that it is something that would motivate them to use collaborative lifestyle platforms themselves. Kalle also, specifically, mentioned that environmentalism is not something that he personally cares that much about. Additionally, Lotta and Lisa did not mention the environmental factor at all during the warm up week.

During the online chat-session, when the participants were asked about whether contributing to a more sustainable society was important to them, Stina and Pia agreed that it is important. However, Pia later explained that even if she thinks that it is important, it is not something that affects her day-to-day consumption to any greater extent. The other six participants agreed that the environmental aspect is not the main factor for them to use collaborative lifestyles. For example Lisa pointed out:

> *It could be a reason to use carpooling due to the environmental factors but for me that is not in the center of what I think is important. It is of course a huge advantage but for me the motivating factors are rather the fact that it is more easy and convenient to use. – Lisa*

This suggests that the participants in group A are not primarily motivated by idealistic factors. This is in line with the arguments made by Botsman and Rogers (2011). They claimed that even though many instances of collaborative consumption have evolved from an environmental concern, the reasons for consumers to use different platforms are quite often not related to environmental concerns at all (Botsman & Rogers, 2011). Furthermore they point out that it has been found that sustainability more often than not is an unintentional

outcome of participating in collaborative consumption. Additionally, it is in line with the findings of Van de Glind (2013). He found that only a marginal number of consumers cite environmental concerns as their primary reason to use collaborative consumption.

4.1.5 Reputation factors

During the warm-up no one in group A expressed that personal reputation and status was a motivating factor for participation in collaborative lifestyles.

During the chat-session, when asked about whether it was important for them, what others think about the choices they make, Lisa and Alex were the only ones who expressed that it is of some importance.

When asked if they think it is important how their use of collaborative lifestyles makes them look to other people Kalle, Alex, Lisa, Johan and Stina all explained that it was not important to them. For example, Stina said:

> *I don't think that the use of CL services says so much about your identity (Possibly how you are regarding risk). Therefore I don't put to much effort into what other people think about my use of CL services. - Stina*

This suggests that, even if some of the participants pointed out that it is of some importance what people think, they clearly did not show that this is the reason for them to participate in collaborative lifestyles. For example, Lisa said that she would use collaborative lifestyles for her own sake, even if she mentioned that it is important for her what her mother thinks. Therefore it is quite clear that people from group A are not mainly motivated by reputation. This is in line with the findings of Hamari et al. (2013), who found that consumers only to a limited extent are motivated to use collaborative consumption by the personal reputation and status that it might generate.

4.1.6 Curiosity factors

During the warm-up, none of the participants specifically mentioned curiosity as a reason to use collaborative lifestyle platforms. While Pia mentioned that she was curious about the concept and a few other participants expressed interest in using collaborative lifestyles because they seemed like fun and exciting options to conventional alternatives, it was not clear for what reason that they thought so. In other words, it was not clear from their answers whether the participants thought that collaborative lifestyle platforms seemed to be fun

because of social factors or because they were curious about trying collaborative lifestyle platforms.

During the online chat-session, when the participants were asked if they like to try new things, most of them expressed that they do but that it depends on the circumstances. For example, Lotta expressed that:

> *It also depends on the investment. I would love to try new things when it comes to traveling and food but maybe not when it comes to a loan like Zopa. – Lotta*

This implies that, curiosity sometimes play a role when it comes to motivating the participants in group A to use collaborative lifestyle platforms. However, it depends on what platform that they are considering using. For example, curiosity as a motivational factor is limited to collaborative lifestyle platforms with a high degree of social interaction, like *Mealsharing*, and is not as relevant when it comes to peer-to-peer monetary lending platforms like *Zopa*. However, it is difficult to interpret what the participants are curious of. Since curiosity only seems to be a motivating factor when it comes to platforms that feature a lot of social interaction, they therefore might be motivated by social factors rather than curiosity.

To conclude, it has emerged, through the analysis of group A's answers, that most of the participants are motivated by economic factors. Furthermore, practical reasons have appeared to be crucial for using these services, even though they are seen as conditional rather than as motivational factors. However, it has also become apparent that the importance of the motivational factors varies between different platforms.

4.2 Empirical findings and analysis of group B

The findings of group B will be presented in the same manner as those of group A. Consequently, the findings related to the motivational factors will be presented in the following order: economic factors, practical factors, social factors, idealistic factors, reputation factors and curiosity factors.

4.2.1 Economic factors

During the warm-up, four out of the six participants (Eva, Adam, Samuel and Viktor) recognized that the fact that collaborative lifestyles often present a cheaper and more economical alternative is probably one of their main selling points. Additionally, they also cited economic benefits, most importantly cost savings, as reasons for why they might use

collaborative lifestyle platforms themselves. Economic benefits were therefore the most recurring reason to use collaborative lifestyles during the warm-up.

During the online chat-session, when asked why others might be attracted to use collaborative lifestyles, Anton, Adam, Eva and Samuel, brought up economic benefits. Conversely, Erik questioned if economic benefits really was an incitement to use collaborative lifestyles at all. When asked whether economic benefits were important to them personally, Anton, Samuel, Adam and Viktor all agreed that price, to them, would probably be the most important factor. They suggested that, while other factors also play a part, price would take precedence. To address this, Eva, who stated that price was not the most important factor for her, suggested that most people might find it difficult to not choose the most affordable alternative.

When asked about whether they would use collaborative lifestyle platforms even if they had a stronger economic position than they might currently have, Eva, Adam and Samuel were the only participants to say that they would.

> *Yes I definitely would. But it is just because what makes me consume CL services are other than economic reasons. - Eva*

Viktor then suggested that the importance of price and cost savings, for him personally, varies from service to service. Similarly, while admitting that price would be an important factor in some cases, Erik said that neither price nor environmental impact would be the most important aspect for using services like *Couchsurfing*. This suggests that, while most of the participants in group B argued that economic benefits, like cost savings, probably were the most important factor for them when considering using collaborative lifestyles, the importance varies between different platforms. This seems to correspond with the arguments made by Auger *et al*. (2010), that economic concerns often are the top priority for consumers and that other factors, like ethical and environmental concerns, tend to take the backseat. Furthermore, it also seems to correspond with the arguments made by Bardhi and Eckhardt (2015), that when the interaction is seen as an economic rather than a social exchange, then price, cost-effectiveness and convenience are most important to consumers.

4.2.2 Practical factors

During the warm-up, Eva was the only participant that brought up practicality and convenience as a reason to use collaborative lifestyle platforms. She argued that if a

collaborative lifestyle platform allows you to save time and money, then she would absolutely consider using it.

During the chat-session, when asked about why others might be interested in using collaborative lifestyles, Anton argued that convenience and practicality could be a reason. He suggested that getting a service in a quick and easy way could be important. However, he was the only one to do so. When the participants were asked, specifically, about whether it was important to them if a collaborative lifestyle service was easy to access and to use, Eva, Erik, Viktor and Anton all argued that it was. For example, Viktor explained, with an equally short as exhaustive answer, that "smooth is good". Erik then elaborated by saying that, if a collaborative lifestyle service is not accessible and easy to use he thinks that people would use a conventional alternative instead. Eva concurred and added that, given the multitude of alternatives, she does not think that you want to use collaborative lifestyle platforms that are not convenient.

Thus, practicality and convenience seem to have an importance for if the participants in group B would consider using collaborative lifestyle platforms or not. However, it does not seem to be the main motivation for using them. Just like in group A it, more likely, seems to be a condition to use collaborative lifestyle platforms. In other words, if they are considering whether or not they are going to use a collaborative lifestyle platform, it needs to be practical and convenient for them to actually use it. This, once again, seems to correspond with the argument made by Bardhi and Eckhardt (2015), that when the exchange is not seen as social, then utilitarian factors, like convenience, are of great importance.

4.2.3 Social factors

During the warm-up, Samuel and Erik both argued that a main selling point of collaborative lifestyles, to them, is that it is a good way to meet new people and to extend your circle of friends. Adam, Anton, Viktor and Eva also agreed that they might try certain collaborative lifestyle platforms as a way to meet new people, but mentioned that it would probably not be relevant unless they were in a situation where they were new to a city or a country.

During the chat-session, when asked about why they think others might be attracted to use collaborative lifestyle platforms, only Samuel mentioned, in addition to it possibly making economic sense, that a reason might be to make new contacts with people. When asked more directly about how important it is for them to meet new people, Samuel, Eva, Anton and Adam all expressed that it can be fun but that it is not a top priority for them.

It is worth remarking, that Samuel here considered meeting new people to be fun but less important. This despite mentioning, both during the warm-up and earlier during the chat-session, that it was one of the most important selling points of collaborative lifestyle platforms to him. This might indicate that it depends on the situation and the collaborative lifestyle platform, how important the social factor really is to him. Conversely, Erik expressed that the social factor was indeed very important to him. He was, however, the only participant to express such a sentiment.

When asked about the importance of feeling a sense of belonging to a certain group, Anton stated that it, for him, was important. Similarly, Adam suggested that it was important, as he thinks that everybody identifies with something. He also suggested that it could affect the way that people use collaborative lifestyle platforms. However, Erik, Eva and Samuel, all articulated that it was not of that great importance to them.

When the participants were asked, specifically, if they thought that collaborative lifestyles could be a way for them to feel togetherness and like they were part of a group, and in that case, if that was important to them, no one other than Adam expressed such sentiments. Viktor instead, in stark contrast said:

> *Concerning a sense of belonging, I guess that I in general agree with Maslow, but I wouldn't consume collaborative lifestyles to feel like I belonged to a group, rather the opposite. It seems like a big part of the consumers are overbearing hipsters that I don't identify with. - Viktor*

This suggests that, just like in group A, the importance of the social factor might vary between situations and collaborative lifestyle platforms, for the participants in group B. For example, if they are travelling or in any other way find themselves in a new environment, they think that collaborative lifestyle platforms could present a good way to make new acquaintances. However, if they use other forms of collaborative lifestyle platforms or already have established social circles, they would probably use them for other reasons. This is, once again, in line with the argument made by Bardhi and Eckhardt (2015) that what motivates consumers depends on whether they see the exchange as social or economic.

4.2.4 Idealistic factors

During the warm-up, when the participants were asked about their first impressions of collaborative lifestyles, both Samuel and Eva identified it as interesting from a sustainability standpoint. Similarly, Adam and Erik thought that it seemed like a "let's make the world a better place" project. However, Adam was the only participant who expressly stated that he

would use collaborative lifestyle platforms, in part, because he wanted to protect the environment.

Adam and Erik were also the only participants to consider using collaborative lifestyles for political reasons during the warm-up. They both expressed that monetary peer-to-peer lending, more specifically *Zopa*, was appealing much because they thought that it was a good idea from a political perspective.

During the chat-session, when asked about what others might find appealing with collaborative lifestyle platforms, Erik and Eva thought that sustainability was an important aspect. When the participants were asked about whether contributing to a more sustainable society was important to them, the overall sentiment was that it was of moderate importance. Eva was the only participant that expressly mentioned that sustainability was important to her. The other participants, Adam included, said that it was just moderately important. That the collaborative lifestyle platforms might contribute to a more sustainable society was treated more as a positive side effect and as secondary to other factors:

> *It is a bonus but I don't think that I do it for the environment really. Price is number one. It feels like I have the environment in mind when I can care less about my economy. - Samuel*

This suggests that idealistic factors, such as sustainability and political aspects, do have some importance in relation to collaborative lifestyles, for the participants of group B. However, it does not seem to be the most important factor, but rather something that they pay attention to first when other factors, like prize, are satisfactory. It is also in line with the argument made by Botsman and Rogers (2011) that certain potentially advantageous effects, such as sustainability, often are unintentional, albeit welcomed, outcomes of participating in collaborative consumption.

4.2.5 Reputation factors

During the warm-up, Adam was the only participant who expressed that reputation and the status that might come from using collaborative lifestyle platforms, was important. While it was clearly not the only, or for that matter most important, factor for him, he suggested that it could contribute to building a desirable identity.

> *It is probably very cost-effective and I want to save the environment as well as build an identity that goes well together with this type of services. I want to appear as hip and innovative. – Adam*

During the chat-session, when asked about whether it was important for them what others think about the choices they make, Samuel, Anton, Erik and Viktor all answered that it was not important, or at least was not a top priority. However, Eva and Erik expressed, albeit indirectly, that they think that it has some importance what others think. When asked about the importance that their hypothetical usage of collaborative lifestyles might have on how they appear to others, Erik, Samuel, Anton, Viktor and Eva all agreed that it was not important. Additionally, Eva considers the choice to use collaborative lifestyle platforms to be a personal one.

Unfortunately, as he was the only participant who had expressed concern for personal reputation and status beforehand, Adam could not answer this question during the chat-session. Due to circumstances out of his control, he had to leave the chat-session before this question was ever asked. Still, the absence of other opinions on personal reputation during the warm-up and the answers given during the chat-session suggest that while it might have some importance, it is not a priority for the participants in group B. This, again, corresponds well with the findings of Hamari *et al*., (2013), that consumers are only marginally motivated to use collaborative consumption by the personal reputation and status that it can generate.

4.2.6 Curiosity factors

During the warm-up, none of the participants specifically mentioned curiosity as a reason to use collaborative lifestyle platforms. While a few participants expressed interest in using collaborative lifestyles because they seemed fun, it was not clear for what reason that they thought that they appeared to be fun. In other words, it was not clear from their answers whether the participants thought that collaborative lifestyle platforms seemed to be fun because of social factors or because they were curious about the concept itself.

During the chat-session, Erik brought up curiosity as a possible reason to use collaborative lifestyles early on. While we were talking about environmental and ethical factors, he suggested that if he were to use collaborative lifestyles, it would be because of economic reasons or because of curiosity. However, a little bit later, he suggested that whether curiosity would be a reason to use collaborative lifestyles or not, might differ from case to case. Similarly, when asked about whether they enjoy testing new things, the other participants mentioned that it can be fun but that it differs from case to case. For example, Viktor said the following:

Curious about testing something new. Yes, sometimes. […] I also feel like it depends on what type of things we are talking about. Tempted to test this whole thing with the dinners (Mealsharing), less tempted to test the CL loans (Zopa). – Viktor

This suggests that, curiosity might play a certain role when it comes to motivating the participants in group B to use collaborative lifestyle platforms, but that it depends on what platform that they are considering using. Judging by the answers, the participants seem to find curiosity to be a factor, primarily, in relation to those collaborative lifestyle platforms that have a high degree of social interaction, like *Couchsurfing* and *Mealsharing*, as opposed to peer-to-peer lending platforms like *Zopa*. Much like the findings of Van de Glind (2013), the curiosity also seems to be driven by both a desire to meet new people and network as well as a desire to try the platforms themselves.

To sum up, the participants in group B, much like the participants in Group A, are mainly motivated by economic factors. Similarly, they also consider it to be necessary for collaborative lifestyle platforms to be practical in order to be at all relevant. Finally, it has also become clear that the importance of the motivational factors varies between different platforms for the participants in group B as well.

5. Discussion and comparison

In this chapter, a comparison and discussion between the two groups, A and B, will be presented. The structure of the discussion is based on the conceptual model presented in the theoretical framework (see figure 1). First, extrinsic motivation will be compared and discussed between the two groups. Thereafter, the same procedure will be used for intrinsic motivation. Finally, the core principles necessary for participation in collaborative lifestyles will be discussed.

5.1 Extrinsic motivation

When comparing the results of the two groups, it is clear that economic factors are the most important for the participants when using collaborative lifestyle platforms. A majority of the participants, in both groups, cited economic benefits as the most important motivational factor. Therefore, no significant difference concerning the importance of economic factors could be distinguished between the two groups. In group A, all of the participants mentioned that price, most probably, would take precedence over any other factor in almost all circumstances. In group B, the majority, but not all, of the participants expressed similar sentiments. Those in group B, who did not consider economic factors to be the most important aspect when using collaborative lifestyle platforms, still considered economic factors to be of considerable importance. These sentiments were also expressed consistently throughout the entirety of the study in both groups; both during the warm-up session and the chat-session. Much like the arguments made by both Bardhi and Eckhardt (2012) and Hamari *et al*., (2013) this suggests that economic factors tend to be the most important motivating factors in relation to collaborative lifestyle platforms for the participants of both groups. Hence, the results of the study point in the same direction as much of the previous research on collaborative consumption.

In both groups, it was also apparent that, while economic factors usually were the most important ones, this varied slightly between different collaborative lifestyle platforms. For example, in both groups, the participants expressed that, in some cases, the price was secondary to the experience and the social factor. When discussing *Mealsharing*, the attitudes in both groups were that what was most important was that it was a fun and exciting social activity to do. This speaks in favor of the arguments made by Bardhi and Eckhardt (2015) that the type of motivation that prevails depends on whether the consumers view the exchange as an economic or a social one.

When comparing the results of the study, it was also apparent that practical factors were important to the participants in both groups. However, it was also apparent that they were not the most important motivational factors. The participants in both groups instead, mostly, seemed to treat practical factors as conditional to their use of collaborative lifestyle platforms. In both groups, the participants made it clear that, if a platform was not convenient and easy to use, then they would use conventional alternatives instead. Still, no participant, in either of the two groups, expressly stated that they would use collaborative lifestyle platforms solely because they are practical and convenient. While not completely in line with the arguments of Bardhi and Eckhardt (2012) or the findings of Van de Glind (2013), this still suggests that practical factors are of considerable importance to the participants in the study. In fact, it can be argued that practicality and convenience can be regarded, almost, as an additional core principle of collaborative consumption, along with critical mass, idling capacity, belief in the common and trust between strangers.

Personal reputation and status were, in both groups, considered to be one of the least important motivational factors for participation in collaborative lifestyles. In group A, none of the participants considered status to be a motivating factor and they argued that they would only use collaborative lifestyle platforms for their own sake. Similarly, the majority of the participants in group B, expressed that they could not care less about what others think about their use of collaborative lifestyle platforms. Therefore, no significant difference could be distinguished between the two groups. Furthermore, the participant in group B who considered personal reputation and status to be a reason to use collaborative lifestyle platforms, considered it to be of lesser importance than a number of other factors, most importantly economic factors.

5.2 Intrinsic motivation

As discussed earlier in the theoretical framework, motivation can be divided into either enjoyment-based or obligation-based motivation. When it comes to enjoyment-based motivation, which includes motivation driven by social factors and curiosity, both groups expressed similar sentiments. For example, in both groups, the participants treated social factors, like meeting new people, extending their social circles and fostering a feeling of togetherness as fun but, most often, not crucial to their participation in collaborative lifestyles. However, once again, the participants, in both groups, expressed that the importance varied from platform to platform. While social factors were not treated as equally important as, for example, economic or practical factors in some cases, they were treated as among the most

important when it came to platforms like *Mealsharing*, where the focus is more expressly on the social interaction. This, once again, speaks in favor of the arguments made by Bardhi and Eckhardt (2015), that depending on whether the consumers' view an exchange as either social or economic, the motivation that will be considered as most important will differ. This also, in part, supports the arguments made by both Albinsson and Perera (2012) and Van de Glind (2013) that social factors are among the most important when using collaborative consumption in general.

As for curiosity, a majority of the participants, in both groups, considered it to be one of the least important factors. This is in contrast with the findings of Van de Glind (2013), who found that as many as half of the participants in his study were motivated by curiosity. Additionally, it was difficult to distinguish whether those participants who expressed that curiosity was of some importance, were motivated by curiosity itself, or curiosity related to other factors, such as social factors. This was, again, the case in both groups. This could, furthermore, be said to be in line with the arguments made by Van de Glind (2013), that curiosity could be driven by a desire to network.

Regarding the sole obligation-based motivational factor, motivation driven by different idealistic concerns, both groups agreed that environmental and ethical considerations were not of primary concern when it came to using collaborative lifestyle platforms. A majority of the participants, in both groups, agreed that other factors were more important. In both groups, idealistic factors were instead, more than anything, regarded as a positive side-effect of collaborative lifestyle usage and as something to care about when other factors were satisfactory. Even though some of the participants expressed that they considered environmental and ethical aspects to be pertinent, they also argued that it was difficult to take into consideration in day-to-day consumption. Instead, many of the participants seemed to adhere to the slogan "what you do not know cannot hurt you". This speaks against the arguments of Albinsson and Perera (2012), who suggest that idealistic factors are an important source of motivation in relation to collaborative consumption. Instead, it is in line with the claims made by Botsman and Rogers (2011) that even though many instances of collaborative consumption have evolved from an environmental concern, the reasons for consumers to use different platforms are, quite often, not related to environmentalism, or any other idealistic concerns, at all.

5.3 Participation in collaborative lifestyles

The results of the study show that there is a considerable degree of convergence in the attitudes of the two groups, in relation to collaborative lifestyles. This, in turn, strengthens the results of the study, as it proves that we have really measured what we intended to measure. However, in a few cases the results differ slightly. For example, during the week of the study, it became apparent that trust, or the lack thereof, was a considerably more important issue, in relation to participation in collaborative lifestyles, in group A than in group B. Trust between strangers has previously, in the theoretical framework, been identified as one of the four core principles of collaborative consumption, necessary for any form of collaborative consumption to work (Botsman & Rogers, 2011). While the importance of each of the four principles can differ from case to case, trust between strangers is often considered to be of considerable importance (*ibid*.).

It was, especially, the female participants in group A who identified lack of trust as the main reason for why they would avoid using some collaborative lifestyles platforms. They pointed out that they would not feel comfortable with trusting strangers and, therefore, regarded some collaborative lifestyle platforms to be unsafe. In group B, trust was not identified as a deterrent to participate in collaborative lifestyles to the same extent. This suggests that trust between strangers might not be considered as an equally important issue in group B.

This difference in attitudes between the two groups might be coincidental, but it might also depend on the makeup of the groups. Group A had a larger number of female participants than group B, and it was foremost female participants who expressed concerns about trust. Therefore, the diverging results might depend on the larger number of women in group A, in contrast to group B. However, since the aim of the study was to explore motivating factors in relation to collaborative lifestyles, we did not take the four core principles into account when we conducted the study. For that reason, it is not possible for us to draw any conclusion upon this finding (as we did not intend to measure it). Therefore, this particular finding will be treated as an empirical finding.

6. Conclusion and future research

In this chapter, the final chapter of the thesis, a summary, a conclusion and the practical implications of the study will be presented. This is followed by suggestions of future research within this research field. The aim of this chapter is to answer the research question and propose future research.

6.1 Research question revisited

The aim of the study was to answer the following question: *What are the motivating factors for consumers to use collaborative lifestyles?* The research question was motivated by an increasing interest for collaborative consumption in general and a lack of prior research on consumer motivation in relation to collaborative lifestyles in particular. Through an extensive literature review, within the field of collaborative consumption, six motivational factors were identified. These motivational factors were further developed into a conceptual model used to answer the research question and serve as a foundation for the data collection. The study used a qualitative method and the data was collected through the use of two online focus groups. Based on the empirical findings, analysis, discussion and comparison between the two groups, a conclusion will be presented in the following section.

6.2 Conclusion

The purpose of the study was to explore what motivating factors influence consumers to use collaborative lifestyles. After conducting the focus groups, it became apparent that collaborative lifestyles is a wide concept that encompasses a great number of different platforms and services. Therefore, it turned out to be difficult to identify a specific and catch-all motivating factor for consumers to use these platforms and services. Instead, we found that the motivating factors which are important to consumers can vary from case to case. However, we still found that the economic factor was the most common reason for the participants in the study to use different collaborative lifestyles. Based on this, we draw the conclusion that the economic factor is the most important motivational factor for participation in collaborative lifestyles. Furthermore, it was found that the participants considered curiosity and reputation to be the least important motivating factors to use these platforms and services. As such, we draw the conclusion that these factors are only of marginal importance for participation in collaborative lifestyles. Additionally, based on our findings, we have seen that practical factors are treated as conditional to collaborative lifestyle usage. It was clear that if the participants did not consider a collaborative lifestyle platform to be practical enough, then it was not considered to be relevant to use. Therefore, we contest that practical factors can be

seen as a fifth core principle of collaborative consumption, necessary for any form of collaborative consumption to be relevant, and not as a motivational factor. Finally, we have seen that people can be motivated by both intrinsic and extrinsic factors at the same time. Based on this, we conclude that the boundary between intrinsic and extrinsic motivation is not perfectly clear and that consumers are not limited to either intrinsic or extrinsic motivation. Thus, consumers can be motivated both intrinsically and extrinsically by the same collaborative lifestyle platform.

6.3 Practical implications

The aim of this study has been to explore what motivates consumers to use collaborative lifestyles. As prior research on motivation in relation to collaborative consumption has been limited to product service systems and redistribution markets, we wanted to shed light upon motivation related to the third form of collaborative consumption, collaborative lifestyles. Therefore, this thesis contribution to the research field will be additional insight into consumer behavior related to collaborative consumption, more specifically consumers' motivation towards using collaborative lifestyle platforms. Understanding consumer motivation can be a source of competitive advantage. As such, the findings of this study can have valuable implications for companies that either provide collaborative lifestyle services or compete with those that do. We believe that, by generating a deeper understanding of what motivates consumers to participate in collaborative lifestyles, it will become easier for these companies to position and market themselves more efficiently.

6.4 Future research

As discussed in the introduction, collaborative consumption is far from a new concept. However, as it has only recently gained a more widespread popularity, research on the topic is still limited. To the best of our knowledge, no prior research on consumer behavior specifically within the context of collaborative lifestyles exists. As such, a number of possible topics for future research exist. For example, during the study, it became apparent that trust was of greater importance to the female than to the male participants. However, as this aspect was not intended to be measured in our study, we could not draw any conclusions regarding whether this could be due to differences between genders or if it was just coincidental. Therefore, it could be relevant for future research to consciously look at and compare how motivation to participate in collaborative lifestyles differs between genders. Since the ages of the participants in our study only ranged between 21 and 31 years, a second aspect that could be relevant for future research to look at, is how motivation to participate in collaborative

lifestyles differs between different age groups. Finally, since all of the participants in our study were Swedish, even if they had slightly different cultural backgrounds, it could be relevant for future research to look at how motivation to participate in collaborative lifestyles differ between different nationalities.

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Appendix 1. Interview guide- Focus groups

Inledningsfråga/ Warm up question:

1. Vad tror ni lockar mest med att använda collaborative lifestyles? / What do you think is the main reason for participating in collaborative lifestyles?

Intrinsic

Social:

2. Har det någon betydelse om ni känner grupptillhörighet? / Is it of importance for you to feel that you belong to a certain group?
3. Hur viktigt är det för dig att du träffar nya personer och på det sättet utökar ditt kontaktnät? / How important is it for you to meet new people and increase your social network?

Idealistic :

4. Hur viktigt är det för dig att du känner att du bidrar till ett mer hållbart samhälle? / How important is it for you to feel that you are contributing to a sustainable society?
5. Om det är viktigt. Har det isåfall stor betydelse att konsumtionen är miljövänlig (minskade utsläpp)? Tex att man samåker med exempelvis Blablacar? / If sustainability is of importance, how significant is it if consumption is environmentally friendly? For example carpooling using Blablacar?
6. Hur stor betydelse har den etiska aspekten när du konsumerar? What significance does the ethical aspect have when you consume?

Curiosity:

7. Gillar du att testa nya saker? Varför/ Varför inte? / Do you like to explore new things? Why/Why not?

Extrinsic

Economic:

8. Hur stor betydelse har kostnaden för att ni skulle kunna tänka er att använda Collaborative lifestyles? / How important is the price for you to participate in collaborative lifestyles?
9. Om ni skulle ha mer pengar skulle collaboartive lifestyles tjänster fortfarande vara ett alternativ? / If you had more money would you still participate in collaborative lifestyles?

Practical:

10. När du använder dig av en collaborative lifestyles tjänst hur viktig är det då att denna är lätt att komma åt och använda? / If you are using a collaborative lifestyles service, how important is it for you that it is flexible and simple to use?

Personal Reputation:

11. Hur mycket betyder det för dig vad andra tycker om de val du gör? / How much do you care about what other people thinks about your choices?

12. Hur stor betydelse har det hur ditt användande av collaborative lifestyles får dig att framstå för andra? / How important is it for you how your use of collaborative lifestyles make you look to other people?

Appendix 2. Focusgroup diary Group A

Sunday 3 of april	
18.00	The focus groups opened. We uploaded a power point presentation in order to give the participants background information about the topic. In group A we added 8 people. During the evening there were 2 people who liked the uploaded power point presentation and there were 6 people who had open it.
Monday, 4 of april	
15.00	The first question was published. Which was: What is your first impression of collaborative lifestyles? Did you know about this concept before?
15.30	The first participant did a comment on the question. Two of the participants "liked" the question. During the evening there were 32 comments on the question and all of the participants had made at least one comment each. They expressed interest in the topic, and all of them where positive to the concept even if some of them questioned if it is safe enough to use it. 5 of the participants did not know about the concept before, even though some of them knew about, for example airbnb and couchsurfing. The other 3 did know about sharing economy (collaborative consumption) but had not heard the concept collaborative lifestyles before.
00.14	The last comment of the day was uploaded.
Tuesday, 5 of april	
12.30	The second question was uploaded. Which was: Which services of collaborative lifestyle could you imagine yourself to use?
13.20	Three of the participant had seen the question but no answer yet.
16.46	The first participant answered
22.30	The last comment was done. During the day it has been 20 comments in total. All of the participants have made at least one comment each. All of the participants pointed out that they could at least imagine themselves to use a service like airbnb. In addition to that, it was a bit scattered opinions where some of them could imagine using almost all CL services and where some only could imagine using airbnb. The most upcoming reason to not use a service were since it is hard to trust people you do not know.

Wednesday 6 of april	
08.00	We did a comment on the last days discussion were I linked to a website to get them aware of a website called hinner du, the Swedish equivalent to taskrabbit.
10.45	The third question was uploaded. Which was: Collaborative lifestyles is very big in US and the growth of the companies are increasing dramatically. Why do you think collaborative lifestyles isn't that big in Sweden yet?
11.15	The first person answered. Two other participants had looked at the question.
15.00	No more participants had answered yet, but one more person had looked (Except the one who had anserwed, and the two who had seen the question at 11.15).
21.53	The last comment of the day was uploaded. During the day 9 comments were uploaded, only one person hadn't answered the question. The participants mainly brought up reasons like, Sweden is smaller and that's the reason why it is not that expanded here yet. They also discussed that fiscal rules can prevent this kinds of services to expand.
Thursday 7 of april	
08.30	The last participant answered yesterdays question. In total there were 8 comments of yesterday question, (one comment for each participant).
10.30	The fourth question of the week was uploaded. The question was: What is your feeling/ opinon of the company Zopa? Could you imagine yourself to use it? Why/ Why not?
11.30	At this time 2 of the participants had opened the question, but no answers.
18.43	The first participant answered
22.20	The last participant answered. During the evening 9 comments were done. One for each participant and one comment that we made. The participants were both positive and negative to using Zopa. 2 them said that it does not feel safe enough since it is quite new, therefore they could not imagine themselves to use it. Then it was one person that pointed out that it feels quite safe but he would not use it at the moment. The other participants pointed out that it depends which interest in relation to investment they could get if they could imagine themselves to use it or not.

Friday 8 of april	
11.15	Question 5 was uploaded which was: Can you imagine yourself to use the service mealsahring instead of going to a real restaurant? Why/ why not?
11.20	The first comment was uploaded, however it was a short and not well argued comment. “Sounds festive”. Therefore we encouraged the participant to explain and develop the argument a bit further. Thus, the participant answered that he had lesson so he couldn’t do it at the moment.
13.16	The next person uploaded a comment.
20.11	The last comment was done totally there were 11 comments during the day. One made by us. Every participants had comment at least on except one person. All of the participants were very positive to use mealsharing. All of them pointed out that they could imagine themselves to use it and that it is a fun idea where they can meet new people and experience their culture. However two people felt that they wanted to see reviews of the place or maybe not using this service alone, due to the safety reasons.
Saturday, 9 of april	
10.20	The last question of the warm up week was uploaded. Which was: Have your opinion of collaborative lifestyles changed over the week? If it has, in what way and why? We also provided them with information about the up-coming focus group interview the next day.
10.51	The first comment was done.
21.45	The last comment was made. During the day totally 8 comments were made. At least one per person except one participant. The same as yesterday. One participant expressed that the opinion of collaborative lifestyles had changed in that way that it started to exist, since she did not know much about it in the beginning of the week. 2 others agreed on this. The other participants said that the opinion had not change much even if they have been introduced to services they did not know about they still think this is an interesting topic and something they could imagine themselves to use. One of the people said that she now feel more comfortable with the concept. All of them also pointed out that it has been interesting to learn more about this concept during the week.
Sunday, 10 of april	
17.00-18.00	The focus group interview (chat-session). See appendix 6.

Appendix 3. Focusgroup diary Group B

Sunday 3 of april	
17.35	The focus groups opened.
18.20	We uploaded a power point presentation in order to give the participants background information about the topic. In group B, 5 people were added. During the evening 1 person liked the uploaded power point presentation and all 5 (at that point) participants viewed it.
Monday, 4 of april	
15.30	The first question was published. It was as follows: What is your first impression of collaborative lifestyles? Did you know about this concept before?
16.23	The first participant commented on the question. During the evening all participants were active and wrote one comment each. The participants expressed interest in the concept but were still a bit sceptical. No-one had heard of the term collaborative consumption, but 4 out of 5 had heard of collaborative consumption platforms (Airbnb and Couchsurfing were among those mentioned).
22.51	The last comment of the day was uploaded.
Tuesday, 5 of april	
12.30	The second question was uploaded. It was: Which services of collaborative lifestyle could you imagine yourself using?
16.46	The first participant answered. After reminding the participants, another four comments were made. However, only four participants were active during the day. The participant expressed interest in a few types of collaborative lifestyles but remained sceptical to some. Reasons given for trying collaborative consumption ranged from savings, meeting new people to status.
23.46	The last comment of the day was done. During the day there had been 5 comments in total. Also, the last participant joined the group on this day. However, the participant did not answer the question.
Wednesday 6 of april	
13.10	One of the participants that had not yet answered the previous day's question did so. The reason given to using collaborative lifestyles was meeting new people. The third question was uploaded. It was: Why do you

13.15	think collaborative lifestyles is not that big in Sweden yet?
14.34	The first person answered the question. During the day, all 5 (at the time) participants answered the question. The participants thought that the reason for collaborative lifestyles to not yet be household in Sweden was due to cultural reasons. They argued that Swedish people tend to be more careful and introverted than, for example Americans. It was also brought up that collaborative consumption very well could become big in Sweden, as Swedish people are sensitive to trends.
17.46	The last comment of the day was uploaded. During the day 5 people had made a comment.
Thursday 7 of april	
12.05	The fourth question of the week was uploaded. The question was: What is your feelings/opinion of monetary peer-to-peer lending and companies like Zopa? Could you imagine yourself using it? Why/ Why not?
21.35	The first participant answered the question. Only one more answer was made during the day. In total, there were two answers made during the course of the day. The answers were diametrically opposed to each other. The first participant did not express any interest in peer-to-peer monetary lending, while the other participant found the concept to be very interesting.
Friday 8 of april	
11.35	Question 5 was uploaded. It was: Can you imagine yourself using services like Mealsahring? Why/ why not?
11.56	The first answer to the question of the day was uploaded.
12.33	One of the participants that had not yet answered yesterday's question, did so. The participant then, promptly, answered the question of the day. During the course of the day, two other participants that had not answered the previous day's question did so. In total, all but one of the participants answered this question. Most participants showed interest in the asked about services, but one participant inquired about a more thorough explanation of the concept. This participant felt that it was difficult to understand.
19.33	The last answer to the question of the day. In total, five participants answered. In total, five comments were made. The participants were positive to this type

	of services and cited the social aspect as a reason for this. They also expressed interest in that it was an exciting idea. Also worth noting is, that the last participant to join the group answered the first four questions that had been posted during the warm-up/week.
Saturday, 9 of april	
00.07	One of the participants that had not answered yesterday's question did so. Another participant, that had already done so, commented on this answer later on the same day.
11.50	The last question of the warm up week was uploaded. It was: Have your opinion of collaborative lifestyles changed over the week? If it has, in what way and why? We also provided them with information about the upcoming focus group interview the next day.
13.35	The first comment was made.
20.43	The last comment was made. During the day only two participants answered the question and only a total of two comments were posted. The participants that answered the question commented that their opinions on collaborative had not changed much. As they did not know that much about it in the first place, they did not think that the difference was significant. They were, however, positive to collaborative lifestyles in general.
Sunday, 10 of april	
08.21-12.42	Three more answers to yesterday's question were made by participants that had already not answered it. Two of the participants expressed that their opinions remained pretty much the same. They argued that they already thought that the subject was interesting and only became more interested in collaborative lifestyle services. The last participant expressed a, somewhat, reduced scepticism towards the concept of collaborative lifestyles. The participant argued that as more information about collaborative lifestyles were provided during the week, it was a bigger chance that he/she would use that type of services. A total of three comments were made during this day. This brought the total of answers to this specific question to five.
15.00-16.00	The focus group interview (chat-session). See appendix 7.

Appendix 4. Example of the warm up week group A

This is how the front page of group A looked like.

Appendix 5. Example of the warm up week group B

This is how the front page of group B looked like.

Appendix 6. Example of focusgroup interview 150510 Group A

Below, a small selection of how the chat-session of the last day of the study looked like, is presented.

Alex- hade människor offrat livet för de man köper och man vet om det så skulle man troligtvis inte köpa den varan '

Lisa- Jag skulle nog vilja att jag tänkte på sånt mer men ärligt talat tänker jag inte så mycket på det.

Lisa- Men det klart att om man vet att det försiggår nåt skumt så hade jag inte valt det

Stina- Jag tycker rättvise märkt är en fin tanke och försöker handla ekologiskt, men händer lika ofta att jag inte gör det.

Johan - Återigen inte den viktigaste aspekten, även om man lägger en viss vikt på det. Sen beror ju det här med etiska aspekter ofta på vad som görs tillkännadom, det är mycket som inte hamnar inom vår vetskap om hur saker och ting behandlas.

Pia- Det man inte vet lider man inte av kan appliceras här. Vet man att någon tex dör för varan så köper man inte men som Johan skriver vet vi nog väldigt lite om vad som händer när våra varor tillverkas

Stina- Nej man måste ha ett genuint intresse för frågan och sätta sig in i det på egen hand på något vis då

Lotta- jag gör val med åsikten att det är bra om det drivs en utveckling inom tex ekologiska varor men tror kanske inte på en total konsumtion inom detta. Jag köper tex all mjölk ekologisk eftersom det blir ett enkelt sätt att med en vana bidra till området men köper samtidigt inte allt annat ekologiskt

Lotta- det behövs investeringar inom ett område för att det ska bli mer effektivt och för att diskussionen ska fortgå

We- Okej förstår er. När du använder dig av en collaborative lifestyles tjänst hur viktig är det då att denna är lätt att komma åt och använda?

Johan- Är av yttersta vikt.

Lisa- Väldigt viktigt, blir någonting för krångligt så väljer jag ett annat alternativ

Pia- Direkt avgörande. Är det mycket mer komplicerat att nyttja tjänsten väljer jag annat alternativ

Stina- Viktigt, det får inte vara omständligare än det konventionella alternativet

Lotta- det blir avgörande för att överhuvudtaget vara aktuellt

Kalle- En av de viktigaste aspekten!

Alex - mycket viktigt, börjar bli för gammal för krångel

Lotta - människor är lata i naturen och om man skall få genomslag behöver det alltid vara den enkla vägen

Lisa- Som lat människa instämmer jag till 100% där

Pia- Direkt avgörande. Är det mycket mer komplicerat att nyttja tjänsten väljer jag annat alternativ

Appendix 7. Example of focusgroup interview 150510 Group B

Below, a small selection of how the chat-session of the last day of the study looked like, is presented.

Erik- ok, skulle jag göra det så är det av ekonomiska skäl /nyfikenhet (om d får va en faktor) dvs äta mat hemma hos irländare eller sova på nån spanjaks soffa

We- Ok. Och för er andra. Hur stor betydelse har kostnaden för er för att ni skulle kunna tänka er att använda CL?

Samuel- för billiagre bonden runt om i världen)

Erik- Hoppas jag inte förvirrar nu, men skulle jag använda mig av låt säga couchsurfing eller äta mat hos någon, så är inte priset det som avgör, och inte heller miljön - utan ren nyfikenhet och för att det är en rolig sak att göra

Samuel- men Erik hade du inte skippat hotell för billigare boenden?

Viktor- Jag känner att CL är en ganska bred term, vissa av CLprodukterna är gratis och lockar ändå inte, andra kostar och verkar spännande. lite olika från fall till fall.

Erik- Men ok, överlag då - så är väl priset det som avgör, Resa / sova .. väljer jag det billigare alternativet.

We- Ok, intressant tanke. Om ni skulle ha mer pengar, skulle CL fortfarande vara ett alternativ?

Eva- faktum att dessa inte lockar kan också bero på dålig marknadsföring också tycker jag...jag menar media pressar oss hela tiden att köpa nytt, aldrig att dela

Eva- eller nästan aldrig

Viktor- hur mycket pengar snackar vi om

Samuel- ja det hade det nog varit

Samuel- för du kan ju ta dyrare boenden via aribnbn

We- Jättemånga pengar.

We- Jag menar, inte studentbudget.

Erik- Nej, skulle inte använda gammalt eller dela med mig, hade jag haft oändligt med pengar hade jag varit det aset jag alltid varit men inte haft råd till.

Eva- hade det kostat en massa, men sagt att det är väldigt miljövänligt etc, så hade jag nog sluppit CL-tjänsten

@Joakim

Appendix 8. Categorization of empirical findings group A

Below, a small selection of the categorization of group A is presented.

Pia, Lisa, Lotta, Stina, Kalle, Alex, Johan, David.

Warm-up week

Questions and answers from the Facebook-group.

Economic

- Alex's first impression: easier to find accommodation, a good source for income, more economical and a better use of resources (environmentally friendly).
- Pia's first impression: apart from curiosity in the concept, that it is an up-to date topic as sustainability is becoming more popular. Easy to find accommodation, cheaper than conventional alternatives and much nicer than staying at a hostel (Airbnb).
- Stina's first impression: A good way to use resources more efficiently
- Lotta's first impression: A more affordable alternative (while travelling). Meeting with people provides added value.
- Lisa's first impression: A good and cheap alternative that also allows you to extend your social circle.
- Kalle's first impression: timely, not only from an environmental perspective (which he personally doesn't care about that much). They are easy to use (facilitates many activities) and economical.
- David's first impression: Good both economically and sustainably (hållbarhetsperspektiv).
- Johan's first impression: Lowers costs and provides a sustainable approach to consumption.
- Lisa's answer to question 2: It can be cheaper and more affordable, you can also get a more interesting stay and a more fun experience. Carpooling: almost only because it is cheaper and smoother/convenient/comfortable.
- Johan's answer to question 2: CL is more sustainable and have lower costs.
- David's answer to question 4: Trying Zopa depends solely on what kind of interest that they can offer (needs to offer better conditions to be more attractive than conventional alternatives).
- Kalle's answer to question 4: Using Zopa depends on the risk in relation to the interest you can get (needs to offer better conditions to be more attractive than conventional alternatives).

Practical

- Alex's first impression: easier to find accommodation, a good source for income, more economical and a better use of resources (environmentally friendly).
- Pia's first impression: apart from curiosity in the concept, that it is an up-to date topic as sustainability is becoming more popular. Easy to find accommodation, cheaper than conventional alternatives and much nicer than staying at a hostel (Airbnb).

Appendix 9. Categorization of empirical findings group B

Below, a small selection of the categorization of group B is presented.

Eva, Adam, Samuel, Anton, Viktor Erik.

Warm- up week

Questions and answers from the Facebook-group.

Economic

- Eva's first impression: It is smooth/comfortable/convenient and fun. It is a way to go forward in a future were the resources are becoming fewer and fewer and the population is collecting more and more possessions, from a material perspective. Thinks that the concept is sprung out of a concern to save money, but that it also leads to other benefits, like less environmental pollution.
- Victor's first impression: Thinks that the idea is cool. Extra appealing for people with a limited economy.
- Samuel's answer to question 2: It is a good way to make new acquaintances abroad, plus, you get away cheaper.
- Adam's answer to question 2: They are probably cost-effective options. Also wants to lessen the impact on the environment. Lastly, wants to build an identity that goes well together with this type of services. Wants to come across as hip and innovative.
- Eva's answer to question 2: If you save time and/or money and is transparent and safe, then absolutely.
- Eva's answer to question 4: If the conditions are better than at my conventional/ordinary bank, then yes.
- Victor's answer to question 5: Seems pretty cool (mealsharing). I like to eat food (?). I am also stingy and poor.

Practical

- Eva's first impression: It is smooth/comfortable/convenient and fun. It is a way to go forward in a future were the resources are becoming fewer and fewer and the population is collecting more and more possessions, from a material perspective. Thinks that the concept is sprung out of a concern to save money, but that it also leads to other benefits, like less environmental pollution.
- Eva's answer to question 2: If you save time and/or money and is transparent and safe, then absolutely.

Social

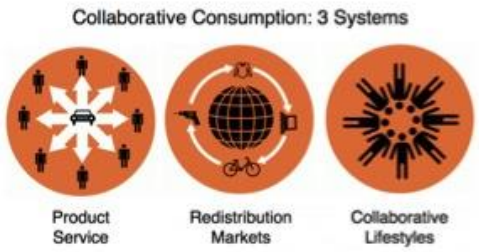
- Eva's first impression: It is smooth/comfortable/convenient and fun (?). It is a way to go forward in a future were the resources are becoming fewer and fewer and the population is collecting more and more possessions, from a material perspective. Thinks that the concept is sprung out of a concern to save money, but that it also leads to other benefits, like less environmental pollution.

Appendix 10. Power point presentation warm-up week

Collaborative lifestyles

Collaborative consumption

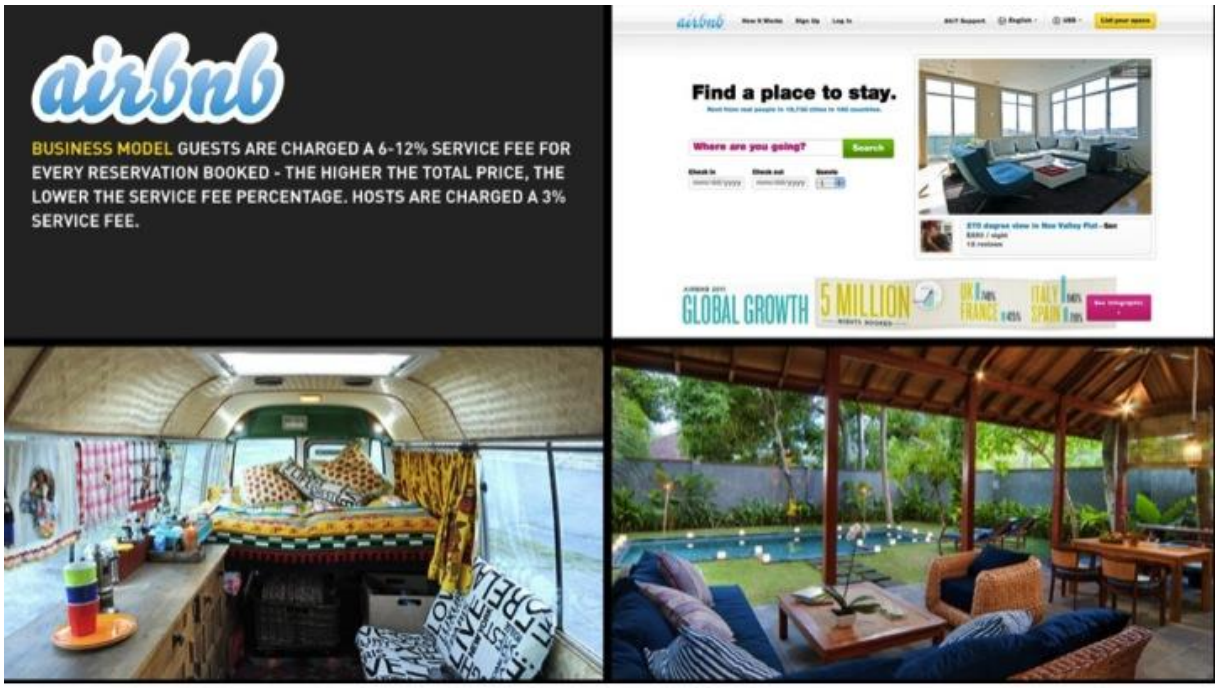
- Collaborative consumption är en typ av alternativ konsumtion som innebär att människor går ihop för att dela, byta och låna sina redan befintliga tillgångar istället för att köpa helt nytt.
- Collaborative consumption är ett paraplybegrepp där dessa tre ingår:
  - Product service systems
  - Redistrubution markets
  - Collaborative lifestyles



- Vår studie fokuserar på collaborative lifestyles.

Collaborative lifestyles

- Det är inte bara fysiska produkter som kan bli delade, lånade och bytta. Människor med liknande intressen kan gå ihop och utbyta immateriella tillgångar så som tid, utrymme, kunskap och pengar.
- Collaborative lifestyles går alltså ut på att hitta nya sätt att dela dessa immateriella tillgångar.
- Exempel på företag: Airbnb, Couchsurfing, Landshare, Blabla car, Uber, Lyft, Justpark, Zopa, Taskrabbit etc.

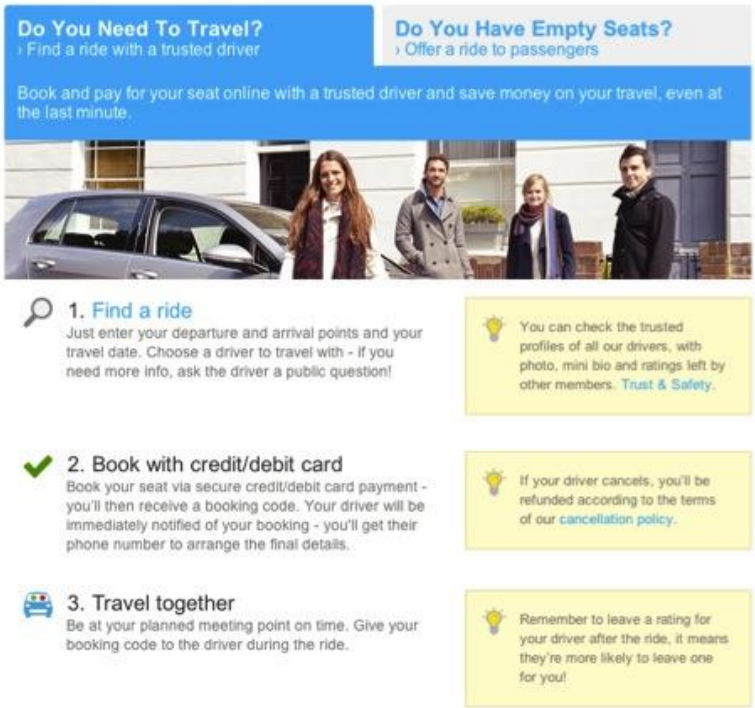


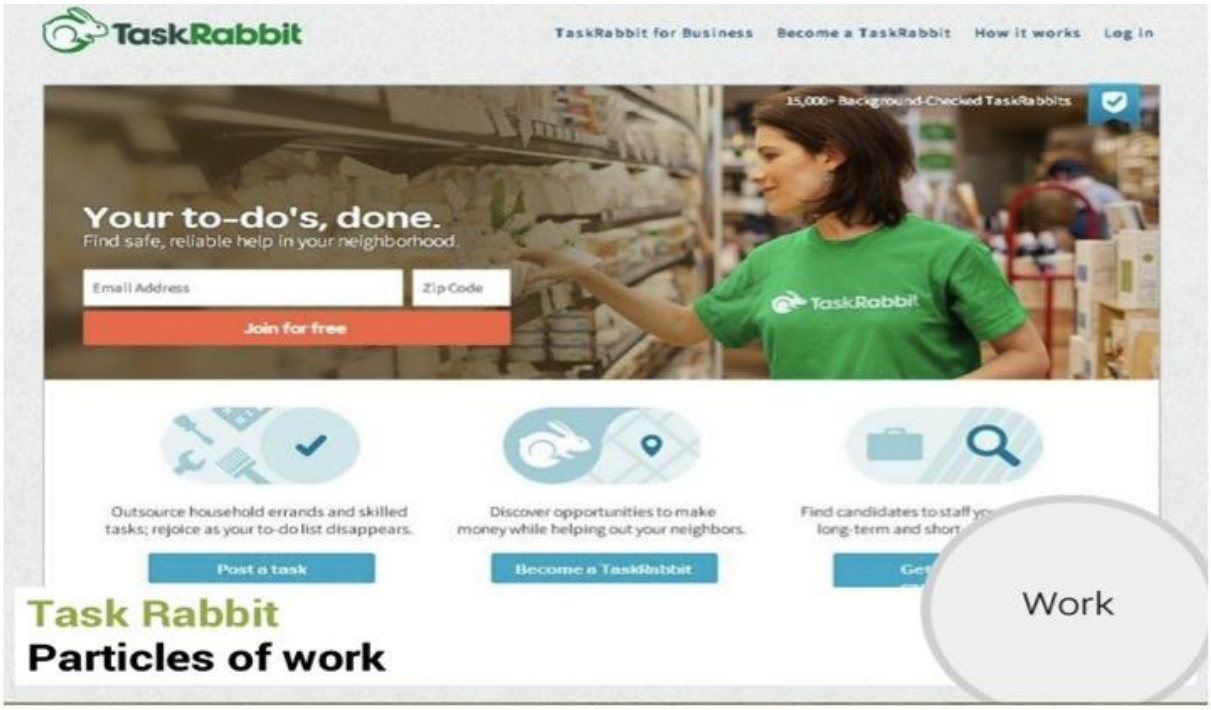
Med Airbnb kan privatpersoner på ett enkelt sätt hyra ut sina hus och lägenheter.

Couchsurfing är ett nätverk som erbjuder resande medlemmar en möjlighet att besöka och dela livet med andra medlemmar. Medlemmar förväntas vara såväl gäster som värdar. Till skillnad från Airbnb så krävs ingen betalning för att vara gäst.

BlaBlaCar

Blablacar är världens största plattform för långdistans samåkning.





Med Task rabbit kan man outsourca diverse ärrenden och uppgifter i utbyte mot pengar. Exempelvis kan man lägga ut en förfrågan om att få möbler monterade eller få hundmat levererat till dörren.

Introduktionsfilm till Collaborative consumption

https://www.youtube.com/watch?v=f1_cpMpCOOE

TO CONTINUE TO EXPLORE COLLABORATIVE LIFESTYLES ON YOUR OWN!

We recommend www.google.com. Get on with it!