

What drives collaborative consumption in Brazil? Examining intrinsic and extrinsic motivations

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Pesquisas/Market Analysis

Resumo

Collaborative consumption (therein, CC) involves sharing, exchanging, or renting from others, a number of practices increasingly popular across societies. Yet empirical research presents a number of limitations: it remains mostly constrained to Northern hemisphere; it tackles CC as a monolithic phenomenon involving similar behaviors in comparable domains of practice or fields of action expected to elicit homogeneous responses. Equally critical is the assumption that CC behaviors respond to environmental concerns and pro-social expectations. This paper uses data from Brazil to test how motivations vary by domain and practice. In doing so, we find out that sustainability-oriented reasons inspire behaviors within specific domains of action, while personal interests explain CC engagement in other domains.

We use TPB to model CC engagement in the domains of sharing of transportation, physical spaces, exchange of second hand goods, and exchange of services. Results highlight the role of social norms and indicate that sharing transportation and exchanging of services is influenced by extrinsic motivations (like personal benefits), while sharing physical spaces and exchanging second hands goods are motivated by sustainable outcomes. Perceived behavioral control, and specific attitudes like trust and orientation towards market reformism play no substantive role

