

The Shift from Ownership to Access in South Africa

The Shared Economy

Masters of Management Dissertation

Submitted by

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ABSTRACT

“The shift from ownership to access in South Africa: the shared economy”

This study was conducted to explore the shared economy and understand the shift from ownership to access in South Africa focusing specifically on the key perceptions and drivers influencing the attitude of consumers towards access based consumption. The Decomposed Theory of Planned Behaviour (DTPB) was applied from the academic literature to understand the shift from ownership to access in South Africa: the shared economy. The main objective of the study was to determine how the South African consumers perceive the access and the ownership consumption modes, and determine what is influencing the South African consumers to prefer the access consumption mode to ownership. The objective of the study was to (i) determine how the South African consumers perceive the access and ownership consumption modes, and identify the key drivers influencing the access consumption mode; (ii) identify the perceptions that determine the attitude towards the access consumption mode, and ascertain which perceptions and dimensions are the most important; (iii) identify if the perceptions of the consumers differ across the six product categories namely car, accommodation, book, music, media, and bike; and (iv) establish how the perceptions of the South African consumers with and without actual access consumption experience differ.

The sample is a convenience sample of 42 South Africans, drawn from the SA population living in the major urban provinces, namely Gauteng, Western Cape and KwaZulu-Natal. The data obtained from the semi-structured interviews was used to test the Decomposed Theory of Planned Behaviour model by utilising the Analytic Hierarchy Process. Pairwise comparison, a technique used for analytical hierarchy process was used to model the twenty-three perceptions and four dimensions to determine the ranking and degree of importance of the perceptions and dimensions respectively. Research on the access based consumption mode is still rather scarce and further research is required (Bardhi & Echardt, 2012; Chen, 2009; Lamberton & Rose, 2012; Lovelock & Gummerson, 2004). This observation has motivated the researcher to embark on this study as there is limited data available in SA on how many consumers are participating in the sharing economy, who the consumers are, and why they are doing it.

A better understanding of consumption mode choice is not only an important step towards a theoretical basis but also highly relevant for organisations and consumers. In the ownership consumption mode, people consume goods or services that are fully owned by the person consuming the goods or services (Chen, 2009). In the access consumption mode, people consume goods or services organised around access to assets owned by someone else (Durgee & O' Connor, 1995). Ownership is no longer the ultimate expression of consumer desire (Bardhi & Eckhardt, 2012; Belk, 2013b; Chen, 2009; Walsh, 2011). The shift from ownership to access in the shared economy is becoming an alternate mode to ownership that is triggering people to experience a significant value shift. This is causing them to exchange aspirations of ownership for a desire to reconnect with products in a more meaningful way, become more environmentally conscious, and regain a sense of community (Bardhi & Eckhardt, 2012; Belk, 2013b; Chen, 2009; Walsh, 2011). People are more cost conscious and are prioritizing experience and performance over possession. Access offerings also enable consumers to consume products that they cannot afford to buy (Bardhi and Eckhardt, 2012; Lamberton and Rose, 2012).

This research contributes to the Decomposed Theory of Planned Behaviour from an attitudinal influence on behavioural intentions perspective that better explains the South African consumption mode choice and behaviour concerning perceptions and overall attitudes towards the access consumption mode. The research illustrates the development of a measurement model for ranking the degree of importance of consumer perceptions, dimensions and the resulting attitude towards the access consumption mode. The results reveal that the experiential and functional perceptions are generally most important, followed by monetary and lastly, the symbolic perceptions. On a more granular level, access offerings in different product categories are perceived differently, highlighting the importance of multi-category studies. The results provided by this research will help leaders of organisations and heads of marketing develop a more detailed understanding of the sharing economy in SA. It will also provide insight into what perceptions are more important to the South African consumers and what is influencing or inhibiting their participation in the sharing economy.

Keywords: Ownership; Access; Consumption modes; Shared economy; Collaborative consumption; Consumer behaviour; Consumer perceptions; Peer-to-peer collaboration.

DECLARATION

I, Kevin Govender, declare that this research report is my own original work except as indicated in the references, acknowledgements and the direct quotes from the participants. The dissertation is submitted in full fulfilment of the requirements for the degree of Master of Management in the Graduate School of Business Administration, Wits Business School.

This dissertation has not been submitted previously in full or partial fulfilment of the requirements for any degree or higher qualification at any recognised university.

Kevin Govender

Signed at

On theday of 2017

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LIST OF ABBREVIATIONS

Acronym	Description
AHP	Analytic Hierarchy Process
B2C	Business to customer
CAAP	Company as a Platform
CAAS	Company as a Service
CAGR	Compounded annual growth rate
CC	Collaborative consumption
CI	Consistency index
CR	Consistency ratio
C2C	Customer to customer
DTPB	Decomposed Theory of Planned Behaviour
IAAS	Infrastructure as a Service
P2P	Peer-to-peer
PAAS	Platform as a Service
RI	Random index
SA	South Africa
SAAS	Software as a Service
TBP	Theory of Planned Behaviour
TRA	Theory of Reasoned Action

CHAPTER 1: INTRODUCTION

1.1. Purpose of the study

The study explores the shift from ownership to access in South Africa (SA), the shared economy to determine if South African consumers prefer ownership over access and if they are engaging in sharing underutilised assets or still prefer to own the assets. The study seeks to understand the consumption modes, namely access, and ownership from a SA context for the six different product categories and determine how the consumers perceive them. The objective is to establish the perceptions that determine the attitude from a South African context towards a consumption mode, including determining which perceptions are the most important. The intention is to determine if those perceptions differ across the selected product categories and how the perceptions of the South African consumers with and without actual access consumption experience differs. A consumption mode is defined as the circumstances under which a consumer fulfils his or her consumption needs. In the ownership consumption mode, people consume goods or services that are fully owned by the person consuming the goods or services (Chen, 2009). In the access consumption mode, people consume goods or services organised around access to assets owned by someone else (Durgee & O' Connor, 1995).

A better understanding of the consumer behaviour in consumption mode choice is extremely important, as access could become the alternative to cope with limited resources, the high cost of ownership, environmental pollution, and a rapidly growing global population living increasingly in densely populated megacities (Lovelock & Gummesson, 2004). Access offerings also enable consumers to consume products that they cannot afford to buy (Bardhi & Eckhardt, 2012; Lamberton and Rose, 2012).

Research on the access based consumption mode is still rather scarce and further research is required (Bardhi & Eckhardt, 2012; Chen, 2009; Lamberton & Rose, 2012; Lovelock & Gummesson, 2004; Tussyadiah, 2015). In addition, there is limited research in SA known to the researcher on the access based consumption mode. Literature research conducted on Google Scholar using key words such as the shared economy, collaborative consumption, car sharing, peer to peer collaboration, access based consumption, etc.

revealed no information on the shared economy in SA. This observation motivated the researcher to embark on this study. The intention is to contribute to the Decomposed Theory of Planned Behaviour from an attitudinal influence on behavioural intentions that better explains the consumption mode choice, and behaviour concerning perceptions and overall attitudes towards consumption modes from a South African perspective.

1.2. Context of the study

The rise of collaborative consumption is enabling people to discover and realise the enormous benefits of access to products and services as opposed to ownership, and at the same time save money, space, time, and make new friends. It is a cultural and economic force that is transforming business, consumerism, and the way we live (Botsman & Rogers, 2010). Ownership is no longer the ultimate expression of consumer desire (Bardhi & Eckhardt, 2012; Belk, 2013b; Chen, 2009; Walsh, 2011). Ownership has historically been the dominant and preferred consumption mode that was explored in consumer research conducted globally. Access-based consumption is becoming an alternate mode to ownership and certainly has long-term growth potential (Bardhi & Eckhardt, 2012; Geron, 2013; Lamberton & Rose, 2012).

The sharing economy has been widely hailed as a major growth sector, by sources ranging from Fortune magazine to former President Obama. It has disrupted mature industries, such as hotels and automotive, by providing consumers with convenient and cost-efficient access to resources without the financial, emotional, or social burdens of ownership. The shift from ownership to access in the consumer market is an important trend that can profoundly shape the world in the coming years (Eckhardt & Bardhi, 2015).

However, it is not well understood how South African consumers think about these competing consumption modes and why they prefer one to the other. This is due to most marketing knowledge being focused on the purchase and ownership of consumer goods rather than on access-based consumption (Chen, 2009; Lamberton & Rose, 2012; Lovelock & Gummerson, 2004). The shift in consumer priorities from ownership to access will force organisations to evaluate their basic assumptions on the consumer purchasing behaviour and attitudes. The understanding and research available on access based

consumption mode in South Africa are limited and scarce. The access-based consumption mode has the potential to disrupt business models (Belk, 2013b). Businesses and organisations are facing a dilemma that could ultimately affect the future of their profitability, existence, and sustainability (e.g. when everything is shared: Uber and Airbnb), even though ownership and access will co-exist for years to come. This creates the opportunity and demand for both ownership, and access based capabilities and service-based offerings. Organisations can no longer afford to ignore the rise of the shared economy and collaborative consumption offerings, the most prominent examples being the taxi service Uber and an accommodation rental service called Airbnb. In this global and competitive economy, it is a great opportunity and imperative for business leaders to seek and drive innovative strategies and/or business models and rapidly increase the pace towards a shared economy.

1.3. Problem Statement

SA has the sixth highest unemployment rate in the world (IMF, 2016). SA faces high unemployment rates of approximately 27.1%, with low growth rate of 0.3% for 2016, high inflation rates and rising cost of living (Statistics SA, Nov 2016). SA is an anomaly among developing countries. It is both a developed country with good infrastructure and a country with huge social and economic problems. The SA adult working population is about 31.4 million people. More than half (54%) of South Africans live below the poverty line, which is about 27-million people living on R 779 per person per month or less (Statistics SA, 2015). The poverty line is a measure used to identify the poor. With 54% of South Africans living below the poverty line, it is difficult for most people in SA to own goods (The Global Wealth Report, 2015).

In countries where ownership is no longer the ultimate expression of consumer desire (Bardhi & Eckhardt, 2012; Belk, 2013b; Chen, 2009; Walsh, 2011), a new form of consumption called access has gained significant momentum over the past few years in various consumer goods industries such as the automobile, fashion, media, music, bicycle, and book (Bardhi & Eckhardt, 2012; Geron, 2013; Lamberton & Rose, 2012).

Access based consumption is becoming both an alternate mode to ownership and is becoming more appealing to consumers. Consumers are more interested in lower costs

and convenience than they are in fostering social relationships with the company or other consumers (Eckhardt & Bardhi, 2015). Access offerings enable consumers to consume products that they cannot afford to buy. The position on consumer markets is also changing. The trend towards accessing goods rather than owning them is a major trend affecting consumers, society and businesses (Belk, 2013b; Lamberton & Rose, 2012; Lovelock & Gummerson, 2004). The way consumers behave is evolving rapidly and their behaviours and expectations are changing. Innovation in the digital field is shrinking the world and accelerating the speed of change.

Disruptive technology is influencing and changing consumer behaviour. Technology is enabling consumers and organisations to connect unused resources to those who need them in an ecosystem where everyone involved benefits (Botsman, 2010). Economic forces and changes in consumer attitudes and behaviour create a changing demand for services, products, and technology (Botsman, 2010). If consumers are changing, businesses must change too. This collectively influences the consumption modes and emerging business models and some of the changing consumer behaviours are reflected below:

- Rather than owning a car, consumers engage in ride sharing from Taxify and Uber;
- Rather than owning a car, consumers engage in car sharing from Locomute and BWM DriveNow;
- Rather than staying at hotels, consumers stay in homes through Airbnb;
- Rather than getting a loan from a bank, consumers borrow money from each other through peer-to-peer lending such as RainFin and Lendico; and
- Rather than buying CDs and DVDs, consumers are subscribing to music and video streaming services such as Apple Music, DSTV Box Office, ShowMax, and Netflix.

South African businesses and consumers need to understand the sharing economy in order to embrace the opportunities it offers.

1.4. Research Objectives

The purpose of this study was to evaluate the shift from ownership to access in South Africa, the shared economy. The research objectives emanate from the purpose of the research. It investigates what makes South African consumers prefer the access consumption mode and identified if the access consumption mode is a more appealing alternative to ownership. This section discusses the research objectives.

1.4.1 Research objective 1

The first research objective was to investigate how the consumers perceive the different consumption modes, namely access and ownership in South Africa, and determine the key drivers influencing the access consumption mode.

1.4.2 Research objective 2

The second research objective was to identify the perceptions that determine the attitude towards the access consumption mode, and ascertain which perceptions and dimensions are the most important.

1.4.3 Research objective 3

The third research objective was to distinguish if and how these perceptions differ across the six product categories namely car, accommodation, book, music, media, and bike.

1.4.4 Research objective 4

The fourth research objective was to establish how the perceptions of the South African consumers with and without actual access consumption experience differ.

1.5. Significance of the study

The shift from ownership to access in the consumer market is an important trend that has the potential to profoundly shape the world in the coming years. This research contributes to the Decomposed Theory of Planned Behaviour from an attitudinal influence on behavioural intentions that better explains the consumption mode choice, and behaviour concerning perceptions and overall attitudes towards consumption modes from a South African perspective. It extends the study conducted on the consumer's reactions to an alternative consumption mode (C. K. Baumeister, 2014) through the inclusion of five additional perceptions and by using different product categories. The perceptions influencing and inhibiting the access based consumption mode across the six different product categories (car, accommodation, book, music, media, and bike) were investigated because important differences and similarities are expected across the product categories due to the typical purchase price, visibility of consumption and main purpose goal.

The key variables of this research include:

- the different consumption modes, namely access and ownership;
- the attitude (dependent variable) towards the access consumption mode;
- the twenty-three perceptions (independent variables), their degree of importance and how they influence and inhibit access based consumption from an attitudinal influence on behavioural intentions perspective;
- the four dimensions and the influence and degree of importance of each dimension on access based consumption (monetary, functional, experiential and symbolic perceptions);
- the key drivers and the influence of each driver on access based consumption (economic, social, technological, and environmental);
- the six product categories (car, accommodation, book, music, media, and bike) and how these different product categories are perceived and differ; and
- the perceptions of the consumers with and without actual access consumption experience and how they differ.

1.6. Limitations of the study

This research focused on the development of a model of consumers' perceptions and the resulting attitude towards access; as well as the results of its application to six different product categories and to consumers with and without access consumption experience.

This research focused primarily on the Decomposed Theory of Planned Behaviour from an attitudinal influence on behavioural intentions that better explains the individual's consumption mode choice. Attitude is the first determinant of behavioural intentions and is the individual's positive or negative feeling about performing a specific behaviour. The subjective norm and perceived behavioural control which are second and third determinants respectively were excluded from this research.

While studies and research have been conducted on ownership and access, the shared economy, collaborative consumption, and consumption modes in the United States, United Kingdom, Europe and other parts of the world, this research focused only on South Africa as the geographical location. The research focused mainly on the South African access consumption mode offerings across the six different product categories and how the consumers perceived them. The product categories were limited to car, accommodation, book, music, media (movies and television series), and bike. The research did not focus on product brands or product types.

The research investigated the perceptions and attitudes of two consumption modes in South Africa, namely ownership, and access. The study also focused on the participants (SA citizens that were interviewed for this research) living in the urban areas and excluded the rural areas. The sample is a convenience sample of 42 South Africans which was drawn from the South African population. Due to the small sample size, it may be difficult to generalise the results to the rest of SA and other countries of the world as the selected South African provinces may not fully bring out the contextual, social, economic and environmental differences of each country.

1.7. Research Assumptions

The research is founded on the following assumptions:

- i. Ownership is no longer the ultimate expression of consumer desire (Bardhi & Eckhardt, 2012; Belk, 2013b; Chen, 2009; Walsh, 2011).
- ii. Collaborative consumption, shared economy, access economy, peer-to-peer economy, and the collaborative economy are used synonymously.
- iii. Access based consumption is becoming an alternate mode to ownership and has long-term growth potential globally and in SA.
- iv. The shift from ownership to access in the consumer market is an important trend that can profoundly shape the world in the coming years.
- v. Ownership and access will co-exist for years to come, this creates the opportunity and demand for both ownership, and access based capabilities and service-based offerings.
- vi. The sample is a convenience sample of 42 South Africans.
- vii. The time horizon for this research is cross-sectional.

1.8. Definition of key terms

- i. **Access:** Access is defined as a way in which people consume services organized around access to assets that are owned by someone else. This consumption mode gives the customer a contract-based, temporary, paid for right to use something (Durgee & O' Connor, 1995). There is a shift from mine, to yours to ours. Access is also an alternative to ownership. E.g. Uber.
- ii. **Accommodation Sharing:** Accommodation sharing can be defined as a service offering that provides travellers with access to real estate, apartments, rooms, and holiday or vacation homes on a short-term basis. The key benefit of not owning these properties is the potential to reduce property ownership, property maintenance, associated property costs such as insurance and flexibility to experience variety and choose from a range of destinations and accommodation types. E.g. Airbnb
- iii. **Bike Sharing:** Bike sharing is a service offering that provides customers with access to bikes on a short-term basis. The key benefits of participating in a bike sharing programme is the potential to reduce the number of cars on the road, beat the traffic, reduce the carbon emissions and potentially the cost of travel.
- iv. **Book Sharing:** Book sharing is either a service offering that provides readers with access to books online or the actual book on a short-term basis. The key benefit of not owning the book is the potential to reduce the demand for storage space, greater access, and choice to variety of books, lower costs of access than ownership to books. E.g. Amazon and Bookrenter
- v. **Business Models:** A business model describes the logic and principles that an organisation uses to attract consumers, generate revenue and gain competitive advantage.
- vi. **Car Sharing:** Car sharing is a service offering that provides customers with access to vehicles on a short-term basis. The key benefit of being part of a car-sharing programme is the potential to reduce car ownership, car travel, maintenance, associated car costs, and demand for parking space. E.g. BMW DriveNow

- vii. **Collaborative Consumption:** An economic model based on sharing, swapping, trading, or renting products and services, enabling access over ownership. It is reinventing not just what we consume but how we consume. (Rachel Botsman, 2013).
- viii. **Consumption Modes:** A consumption mode is defined as the circumstances under which a consumer fulfils his or her consumption needs. There are primarily two types of consumption modes, namely ownership and access.
- ix. **Media Sharing (Movies and TV Series):** Media sharing is an online media streaming service-providing access to the experience of watching films and TV online with access to a large selection of films and TV series on demand over a short or long-term basis depending on the type and level of access or subscription. The key benefit of being part of an online media streaming subscription is the potential to reduce media ownership, lower the cost of access to media, reduced demand for storage of DVDs, videos, etc. E.g. Netflix, DSTV Box Office.
- x. **Music Sharing:** Music sharing is an online music streaming service providing access to the experience of listening to music online with access to a large selection of music on demand over a short or long-term basis depending on the type and level of access or subscription. The key benefit of being part of an online music streaming subscription is the potential to reduce music ownership, lower the cost of access to music, reduced demand for storage of CDs, music DVDs or vinyl. E.g. Apple music and Spotify
- xi. **Neo-Sharers:** Neo-sharers are already using emerging sharing services (Owyang, J., Samuel, A. and Grenville, A.; 2014). In the last 12 months, they have used at least one of the latest generation peer-to-peer platforms or apps, like Uber, Airbnb, Fon (Wi-Fi sharing), and ShowMax (video streaming).
- xii. **Non-Sharers:** Non-sharers are people who have not engaged in the collaborative economy (Owyang, J., Samuel, A. and Grenville, A.; 2014). Many of them intend to try sharing services in the next 12 months so they are key target audience for both established businesses and sharing start-ups.

- xiii. **Ownership:** Ownership is the legal right to possess property. The property may be an object, real estate, or vehicle. It includes the rights to use and enjoy a property, to lease or rent the property, to give it to someone else as an inheritance, or dispose of it by sale. Ownership implies the right to possess property, regardless of whether the owner personally utilises the property (Chen, 2009).
- xiv. **Participant:** A participant also called a human subject or study participant is a person who participates in research by being the target of observation by researchers. The participants in this study consist of the 42 South African citizens selected and interviewed for this research.
- xv. **Peer-to-Peer Platforms:** Peer to Peer (P2P) platforms refers to the technology utilised to enable customer-to-customer collaboration and consumption in the shared economy, e.g. Uber, Airbnb, Task Rabbit
- xvi. **Re-Sharers:** Re-sharers are people who have engaged in the collaborative economy (Owyang, J., Samuel, A. and Grenville, A.; 2014). They buy and/or sell pre-owned goods online using well-established services like Bid or buy / OLX or Gumtree. While many of them intend to try other kinds of sharing services in the next 12 months, they have not done any neo-sharing in the past 12 months.
- xvii. **Shared Economy:** The shared economy is defined as a set of practices and economic models that through technology and community, allows individuals and organisations to share access to products, services and experiences. The economic model is based on sharing underutilised assets from spaces to skills to cars for monetary or non-monetary benefits. (Rachel Botsman, 2013).

1.9. Conclusion

This section introduces the study of the shift from ownership to access in SA and the shared economy. It sets the context and provides background information on collaborative consumption and the shared economy that was researched. It highlights the different consumption modes, namely ownership, and access. It also portrays the behavioural changes of individuals with respect to the shared economy and collaborative consumption. The research objectives and the key variables of the research were also clearly outlined.

The next chapter focuses on the literature review, followed by the conceptual research framework.

CHAPTER 2: LITERATURE REVIEW

2.1 Introduction

This chapter provides an overview of the literature review on the key themes of relevance on the shift from ownership to access in the shared economy. The literature review chapter is structured into sections. The first section (2.1) focuses on the overview of the shared economy and the summary of the literature review publications. The second section (2.2) introduces the construct attitude and behaviour. The third section (2.3 – 2.7) presents the conceptual foundation of the shared economy, the two consumption modes, namely access and ownership, their definitions, current knowledge, and a comparison of the two consumption modes. Section 2.8 presents the key drivers of the rise of the access consumption mode. The next section (2.9) provides an overview of South Africa, an introduction into the shared economy in SA, and the key challenges experienced. The next section (2.10) introduces the six product categories investigated in this study and section 2.11 and 2.12 introduces the peer to peer platform and business models associated with the shared economy. The next section (2.13 – 2.17) introduces and evaluates the theoretical frameworks. The selected theoretical framework deemed appropriate to frame this research is then presented. The relevant perceptions (independent variables), dimensions, and model of construct of attitude (dependent variable) towards the access consumption mode (measurement model) are introduced and presented. The final sections include the research questions (2.18), consistency matrix (2.19), and conclusion (2.20)

The rise of collaborative consumption and the power of collaboration and sharing, and how it can transform the way we live is a cultural and economic force that is transforming business, consumerism, and the way we live. (Botsman and Rogers, 2010). There is a rapid increase in demand for the provision of services offering non-ownership modes of consumption (e.g. access/rental). Businesses are being disrupted and some businesses are extending their current business models and diversifying from being a purely products centric organisation to either becoming a services organisation or both a product and services organisation.

The shift from ownership to access in the shared economy is becoming an alternate mode to ownership that is triggering people to experience a significant value shift, which is causing them to exchange aspirations of ownership for a desire to reconnect with products in a more meaningful way, become more environmental conscious, and regain a sense of community (Bardhi & Eckhardt, 2012; Belk, 2013b; Chen, 2009; Walsh, 2011). People are becoming more cost-conscious and are prioritising experience and performance over possession. It is a paid for experience. Traditional companies have another set of challenges and competition to be concerned about, the emergence of internet start-ups, which are focused on the shared economy and collaborative consumption offerings. These new companies are using peer-to-peer platforms to launch their business service offerings and are connecting individuals who have underutilised assets with people who would like to rent those assets short-term (Botsmans, 2010).

Instead of the traditional business model of just selling products such as cars, properties, storage space, CDs, DVDs, books, clothes, bikes, etc. to consumers, these new start-ups are selling temporary access to underutilised products or services. These start-up companies are targeting underutilised assets such as spare time and automobiles to drive people around (Uber, Lyft, Locomute, Sidecar), extra rooms (Airbnb, Homeaway, CouchSurfing), home Wi-Fi (Fon via Mweb), spare time to perform tasks (TaskRabbit), spare storage capacity (Roost), media such as movies and TV series (Netflix, ShowMax, DSTV Box Office, Hulu,), peer to peer lending (Zopa, Rainfin, Lendico), music (Apple Music, Spotify, Deezer, Simfy Africa, Nokia MixRadio), book sharing (Amazon, Chegg, BookMooch, Bookrenter), fashion sharing (HipCloset) to sporting gear such as bikes (Green Cycles and Up Cycles), surfboards or snowboards (Spinlister), (Bardhi and Eckhardt, 2012; Belk, 2010; Botsman and Rogers, 2010).

The flexibility and convenience offered by these diverse access consumption models implies that consumers pay for things as and when required, with some consumers accessing goods and / or services they would not otherwise be able to afford (Earley, 2015). Consumers are already familiar with sharing models such as launderettes, library book sharing, and public transport. They are exposed to a host of new alternatives to ownership that they can access. Access is more valuable than ownership (Earley, 2015).

Companies are experimenting with service-based models and are forming strategic partnerships with start-ups to identify opportunities for collaboration and new innovative business models and service offerings. The shift in consumer priorities and attitudes towards ownership and access will influence organisations to re-evaluate their basic assumptions on the consumer purchasing behaviour, attitudes and patterns.

Consumers are progressively becoming aware of the risks and effect that consumption or over consumption can pose to the environment. The idea of sharing spare capacity to reduce environmental concerns, the renewed belief in the importance of community, and the cost consciousness drives consumers to view access as an alternative to ownership and participate in the share economy and collaborative consumption (Botsman and Rogers, 2011; Walsh, 2011). There is a change in consumer behaviour and this research intends to identify the attitudes that are influencing and driving the consumer behaviour and access consumption mode choice in South Africa.

Table 1 - Summary of Literature Review on Access and Consumption Mode Choice Publications

Author of Publication	Title of Publication	Journal	Research Focus	Key Findings	Theoretical Implications
Bardhi & Eckhardt (2012)	Access-based consumption: The case of car sharing	Journal of Consumer Research	The nature of access based consumption. Car sharing	This study examines the nature of access as it contrasts to ownership and sharing, specifically the consumer-object, consumer-consumer, and consumer-marketer relationships. Access-based consumption is examined in the context of car sharing via an interpretive study of Zipcar consumers.	The theoretical implications for this study is that consumers are participating in the shared economy and there is a shift from ownership to access. This is evident in the context of car sharing.
C. K Baumeister, (2014).	Access versus Ownership: Consumers' Reactions to an Alternative Consumption Mode	PHD Thesis	Access versus ownership	This study examines the different consumption modes namely access and ownership. It looks at what makes consumers prefer one or the other consumption mode. It identifies the key perceptions that determine the attitude of consumers towards a consumption mode. It identifies the most important perception. It also distinguishes if these perceptions differ across the selected product categories.	The findings for this study have important theoretical implications. Consumers are participating in the shared economy and there 18 perceptions that were identified which is making consumers choose one consumption mode over the other. Some of the perceptions are more important that the other perceptions and it differs across the product categories.

Author of Publication	Title of Publication	Journal	Research Focus	Key Findings	Theoretical Implications
Belk, R. (2013)	You are what you can access: Sharing and collaborative consumption online.	Journal of Business Research	Access; Collaborative consumption; Community; Ownership; Sharing; Sharing economy	Sharing is a phenomenon as old as humankind is, while collaborative consumption and the "sharing economy" are phenomena born of the Internet age. This paper compares sharing and collaborative consumption and finds that both are growing in popularity today.	The theoretical implications for this research is that there is a shift from ownership to access. The consumers are beginning to perceive the access based consumption mode to be an alternative to ownership. The technological driver is one of the key drivers influencing the consumers to participate in the sharing economy. The trend towards accessing goods rather than owning them is a major trend affecting consumers, society, and businesses (Belk, 2013b; Lamberton & Rose, 2012; Lovelock & Gummerson, 2004).
Botsman & Rogers (2011)	What's Mine is Yours: The Rise of Collaborative Consumption.	Book	Collaborative consumption; Business and Consumer behaviour	Reveals that "Collaborative Consumption" is enabling people to discover and realize the enormous benefits of access to products and services over ownership, and at the same time save money, space, and time; make new friends; and become active citizens once again. It is a cultural and economic force that is transforming Business, Consumerism, and the way we live.	Access based consumption enables consumers to consume products that they cannot afford to buy (Bardhi & Eckhardt, 2012; and Lamberton & Rose, 2012). Access based consumption is becoming both an alternate mode to ownership and is becoming more appealing to consumers. The trend towards accessing goods rather than owning them is a major trend affecting consumers, society and businesses (Belk, 2013b; Lamberton & Rose, 2012; Lovelock & Gummerson, 2004).

Author of Publication	Title of Publication	Journal	Research Focus	Key Findings	Theoretical Implications
Chen, Y. (2009)	Possession and access: Consumer desires and value perceptions regarding contemporary art collection and exhibit visits.	Journal of Consumer Research	Drivers of consumption mode choice	Ownership is no longer the ultimate expression of consumer desire. The perceived value of access and ownership is different	Access based consumption has gained favour for promoting more sustainable consumer behaviour and ownership is no longer the ultimate expression of consumer desire (Bardhi & Eckhardt, 2012; Belk, 2013b; Chen, 2009; Lovelock & Gummerson, 2004; Walsh, 2011). It is about the experience. One does not have to own the contemporary art collection to experience and enjoy it. It can also be appreciated by attending art exhibits.
Durgee & O'Connor, (1995)	An exploration into renting as consumption behaviour.	Psychology and Marketing	Renting	Explores a quickly growing new type of consumption behaviour, renting. Insights about renting are generated from a small, qualitative study of rental behaviour and motives.	There is a growing interest in renting. There is a change in consumer behaviour and there are key drivers, which are influencing consumers to rent rather than own.
Lamberton & Rose (2012)	When ours is better than mine? A framework for understanding and altering participation in commercial sharing systems	Journal of Marketing	Sharing, marketing communication s, risk, competition, pooled resources, social similarity	The paper conceptualizes commercial sharing systems within a typology of shared goods. Three studies then demonstrate that beyond cost-related benefits of sharing, the perceived risk of scarcity related to sharing is a central determinant of its attractiveness.	Access based consumption is becoming both an alternate mode to ownership and is becoming more appealing to consumers. The trend towards accessing goods rather than owning them is a major trend affecting consumers, society and businesses (Belk, 2013b; Lamberton & Rose, 2012; Lovelock & Gummerson, 2004).

Author of Publication	Title of Publication	Journal	Research Focus	Key Findings	Theoretical Implications
Lawson, (2011)	Forsaking ownership: Three essays on non-ownership Consumption and alternative forms of exchange	PHD Thesis	Non-ownership, consumer motivation and impact of non-ownership	A set of three essays examines non-ownership and the impact of alternative forms of exchange on the consumer decision-making process. Essay 1 investigates consumer motivations to participate in non-ownership consumption. Essay 2 explores differences in the decision-making process for non-ownership consumption choices. Essay 3 explores the impact of non-ownership acquisition choice on post-purchase evaluations.	This study explored the key drivers motivating consumers to participate in the access based consumption mode. Consumers are participating in the shared economy and there are perceptions, which are making consumers, choose one consumption mode over the other. Some of the perceptions are more important than the other perceptions.
Lovelock & Gummesson (2004)	Whither services marketing? In search of a new paradigm and fresh perspectives.	Journal of Service Research	Identifies a new perspective on service marketing	Proposes an alternative paradigm based on the premise that marketing exchanges that do not result in a transfer of ownership from seller to buyer are fundamentally different from those that do. This rental/access perspective offers a different lens through which to view services.	Access based consumption mode offerings require a different business model and service marketing strategies to the traditional ownership model. The consumer motivation to participate in the access based consumption mode is different from the ownership consumption mode therefore the service offerings must be designed accordingly.

Author of Publication	Title of Publication	Journal	Research Focus	Key Findings	Theoretical Implications
Moeller & Wittkowski (2010)	The burdens of ownership: reasons for preferring renting. Managing Service Quality	Journal of Service Theory and Practice	Determinants for non-ownership	The demand for non-ownership services is negatively influenced by “possession importance” (the importance that a consumer attaches to full ownership) and positively influenced by “trend orientation” and “convenience orientation”. The other proposed determinants – experience orientation, price consciousness, and environmentalism do not appear to influence a preference for non-ownership modes of consumption.	The burdens and liabilities associated with the ownership of goods are some of the key reasons why some consumers prefer access to ownership. However, there are other perceptions that makes consumers choose one consumption mode over the other. Some of the perceptions are more important than the other perceptions and it differs across product categories.
Moore & Taylor (2009)	Why buy when you can rent? A brief investigation of differences in acquisition mode based on duration.	Applied Economics Letters	Identifies the differences in acquisition mode based on duration	It highlights that the duration of use significantly affects consumers' choice of acquisition mode. If the duration is short, renting is preferred, while buying is preferred for longer durations, even if the economic costs of both choices are precisely the same.	Access based consumption has gained favour for promoting more sustainable consumer behaviour and ownership is no longer the ultimate expression of consumer desire (Bardhi & Eckhardt, 2012; Belk, 2013b; Chen, 2009; Lovelock & Gummerson, 2004). Consumers use duration as a key factor to make access or ownership consumption choices. Renting is preferred for short durations while ownership is preferred for long durations.

2.2 Consumer Attitudes and Behaviour

Attitudes and intentions are two important variables in forming consumer behaviour. Attitude is considered one of the most important concepts in the study of consumer behaviour, as according to the literature, it is regarded as a major determinant of behaviour (Ajzen, 1991). There is general agreement that consumer behaviour refers first and foremost to the act of buying a certain product or service. Every behaviour involves a choice, even if the alternative is taking no action and thus maintaining the status quo. (Ajzen, 1991; Azjen and Fishbein, 1990). Consumer behaviour in the context of the access based consumption mode is not well understood yet. This is due to most marketing knowledge being focussed on the purchase and ownership of goods consumer behaviour rather than on access based services marketing.

Disruptive technology is influencing and changing consumer behaviour and expectations. Technology is enabling consumers and organisations to connect unused resources to those who need them in an ecosystem where everyone involved benefits. There is a change in consumer behaviour and this research intends to identify the attitudes that are influencing, and driving the consumer behaviour and consumption mode choice, namely ownership and access in SA. The changing consumers' attitude towards consumption is a motivational factor driving the sharing economy (Gansky, 2010).

The study establishes the perceptions that determine the attitude of South Africans towards a consumption mode, including defining which perceptions and dimensions are the most important. The twenty-three perceptions and four dimensions is outlined and discussed in detail in the theoretical framework section of this research.

2.3 The Shared Economy

Sharing economies allow individuals and groups to make money from underused assets. In this way, physical assets are shared as services. The things being shared within the sharing economy may include assets, products, services, skills, time, human resources, physical resources, networks, or access. The shared economy is defined as a set of practices and economic models that through technology and community, allows individuals and organisations to share access to products, services and experiences. (Botsman, 2010). It is currently largely talked about in relation to peer-to-peer (P2P) marketplaces but equal opportunity lies in the business to customer (B2C) models. The sharing economy is the ability of consumers to connect to access and share assets (Botsman, 2011).

In 2013, Forbes estimated that the revenue flowing through the shared economy directly into people's wallets will be in excess of US\$3.5 billion, with growth exceeding 25% making it a disruptive economic force (Geron, 2013; Adam, 2014). Many believe that the sharing economy is an appealing alternative for consumers due to its economic benefits (i.e. low cost), which was deemed important after the global economic crisis (Bardhi & Eckhardt, 2012; Walsch, 2010). Botsman and Rogers (2011) argue that collaborative consumption is driven by motivations that extend beyond cost savings. Gansky (2010) suggests the changing consumers' attitude towards consumption as a motivational factor that drives the sharing economy. Consumers are more open to new ways of accessing what they need (Botsman and Rogers, 2011); Bardhi and Eckhardt, 2012) as illustrated in Figure 1.



Figure 1 - Collaborative Consumption (Rachel Botsman, 2011)

Sharing makes a great deal of practical and economic sense for the consumer, the environment, and the community. It may also make a great deal of sense for businesses that are sufficiently flexible, innovative, and forward thinking (Botsman and Rogers, 2010). Collaborative consumption could be as important as the Industrial Revolution in terms of how we think about ownership (Botsman and Rogers, 2010). According to Rachel Botsman, “People don’t want the drill. They want the hole it makes.” (Britten, 2012). “I don’t want stuff anymore, I want the need or experience it fulfils.”

There are many examples of sharing in the Shared Economy:

- Lyft is an “on-demand” ridesharing platform that matches ordinary drivers—students, retirees, stay-at-home parents—who can earn extra money by giving rides to people who need them.
- Airbnb matches people who have a place or space to rent (and that could be literally anything from treehouses, to a spare room, to holiday homes to an igloo) with people looking for a place to stay.
- Peer to peer lending is a method of debt financing that enables individuals to borrow and lend money without the use of an official financial institution as an intermediary. It connects lenders directly with borrowers. The advantage to the lenders is that their loan or investment in the borrower generates income in the form of interest. Various peer-to-peer lending services and platforms have emerged both locally and internationally. In SA, Rainfin (July 2012) and Lendico (April 2014) respectively was launched. Lendico is a German P2P lending service, which launched the services in SA, its first non-European market. In March 2014, Barclays Africa, via its South African unit ABSA, bought 49% of RainFin to compete in the African market (Donnelly, 2014).

2.4 Collaborative Consumption

Collaborative consumption is disrupting old business models and is reinventing what and how people consume. An economic model based on sharing, swapping, trading, or renting products and services, is enabling access over ownership. It is reinventing not just what we consume but how we consume (Botsman, 2010). In 2010, collaborative consumption was named one of Time Magazine's 10 ideas that will change the world due to it being a financially attractive and green alternative to the traditional ownership consumption mode (Walsh, 2011; Botsman, 2012). The rise in collaborative consumption is one of the biggest trends we are experiencing. It gives people the benefits of ownership with reduced personal burden, cost, and lower impact to the environment. There are already many working example of collaborative consumption globally such as book swapping, bike sharing, car sharing, and crow funding.

Crowd Companies and Vision Critical conducted a survey between October 2013 and January 2014 about the participation in the collaborative economy, which illustrates the shift in the consumer behaviour (Owyang, J.; Samuel, A. and Grenville, A, 2014). The survey comprised of 90,112 people ages 18 and over from the United States, United Kingdom and Canada. The key findings from the survey highlights the following trends:

- a. 24% of the population across USA, UK and Canada now engage in sharing:
 - 80 million shares in the USA (23%);
 - 23 million in the UK (23%); and
 - 10 million in Canada (25%).
- b. Sharing is growing. 48% of the sharers are aged between 18-34 years old;
- c. Sharing is pragmatic and is driven by convenience, price, and the desire for unique, quality goods and services. 75% of sharers mentioned convenience as a reason for sharing and more than 50% mention price;
- d. Sharing is satisfying and majority of sharers are very or extremely satisfied with the experience of sharing. 91% of sharers would recommend the last sharing service they used; and

- e. In the collaborative economy, every business unit stands to win by embracing new models of on-demand sharing and collaboration. 73% of sharers use social networking sites.
- f. The things a lot of people share are books, cars, clothes, condos and cottages, DVDs, jewellery, computers, phone and electronics, furniture, cleaning services, money, toys and writing services.

The collaborative economy is growing and in a collaborative economy, people can get what they need from each other. This is referred to as customer-to-customer (C2C) or peer-to-peer (P2P) collaboration. As sharing spreads, it promises to disrupt virtually every business therefore, it is essential that businesses understand the collaborative economy to embrace the opportunities it creates. According to Rachel Botsman (Botsman, 2010), collaborative consumption has three distinct systems. As illustrated in Figure 2, the three systems are:

- i. Collaborative Lifestyle (non-product assets such as space, skills and money);
- ii. Redistribution Markets (unwanted or underused goods are redistributed); and
- iii. Product Services Systems (pay to access the benefit of a product instead of owing)



Figure 2 - Collaborative Consumption Systems adapted (Botsman, 2011)

For this research, the focus will be on the product service systems, which is the pay to access the benefit of a product versus needing to own the product outright.

2.5 Access

The phenomenon of access was first documented in the popular business press by Rifkin (2000), who primarily observed the business to business (B2B) sector and argued that we are living in an age of access in which property systems have changed to access systems characterised by short term limited use of assets managed by networks of suppliers. Access is defined as a way in which people consume services organised around access to assets that are owned by someone else. Access is non-ownership. The access economy is changing the structure of a variety of industries, and a new understanding of the consumer is needed to drive successful business models. The benefits access consumption provides consists of convenient and cost-effective access to valued resources, flexibility, and freedom from the financial, social, and emotional obligations embedded in ownership and sharing (Eckhardt & Bardhi, 2015).

There is a shift from mine, to yours to ours and access is being defined as an alternative to ownership (Botsman, 2010). While property continues to exist, it is less likely to be exchanged in the market (Rifkin, 2000). Instead of buying and owning things, consumers want access to goods and are prepared to pay for the experience of temporarily accessing them. Ownership is no longer the ultimate expression of consumer desire (Bardhi & Eckhardt, 2012; Belk, 2013b; Chen, 2009; Walsh, 2011). We are experiencing an emergence of consumption models in which access is enabled through sharing of resources, products, services which are redefined through technology and peer networks and communities (Belk, 2010; Botsman and Rogers, 2010; Gansky, 2010). Some key examples of access models vary from car or bike sharing product services (Zipcar, Hubway) to online borrowing services for DVDs, bags, fashion, or jewellery (Netflix, Bag Borrow or Steal, Rent the Runway, Borrowed Bling).

The consumer object relationship in access-based consumption may be different from that in ownership. Access is similar to sharing, as both modes of consumption do not involve a transfer of ownership. Sharing represents the act and process of distributing what is ours to others for their use, and/or the act and process of receiving or taking something from others for our own use" (Belk, 2007). Rachel Botsman finds evidence that access to goods and skills matter more than owning them (Sacks, 2011). The consumer peer-to-peer rental market alone is worth \$26 billion." (The Economist, March 2013).

While there are thousands of discrete transactions happening from acquisitions, funding, to deals, here is a few milestones that were achieved through collaborative consumption and the shared economy:

- i. Lyft raises \$60m. TechCrunch, May 2013;
- ii. Airbnb raises \$120m. Crunchbase, as of Sep 2013;
- iii. Zipcar sold to Avis for \$500m. NBC, Jan 2013;
- iv. Google funds Uber \$258m. TechCrunch, Sep 2013; and
- v. EBay/PayPal buys Braintree (mobile payment system for Uber and Airbnb) \$800m. USA Today, Sep 2013.

According to “The Sharing Economy: Sizing the Revenue Opportunity,” (Hawksworth and Vaughan, 2015), PricewaterhouseCoopers (PWC) estimated that in 2013 the five main sharing economy sectors generated \$15 billion in global revenues, making up just 5% of total revenue generated. By 2025, the five main sectors of the sharing economy could represent \$335 billion in revenue worldwide (Claburn, 2015). The five main sectors and its growth potential as illustrated in Figure 3 are peer-to-peer lending and crowd funding, online staffing, peer-to-peer accommodation, car sharing and music and video streaming (Hawksworth and Vaughan, 2015). According to the estimations the growth of the sharing economy from 2013 to 2025 is:

I.	peer-to-peer lending and crowd funding	-	63%
II.	online staffing	-	37%
III.	peer-to-peer accommodation	-	31%
IV.	car sharing	-	23 %
V.	music and video streaming	-	17%

Sharing economy and traditional rental sector growth

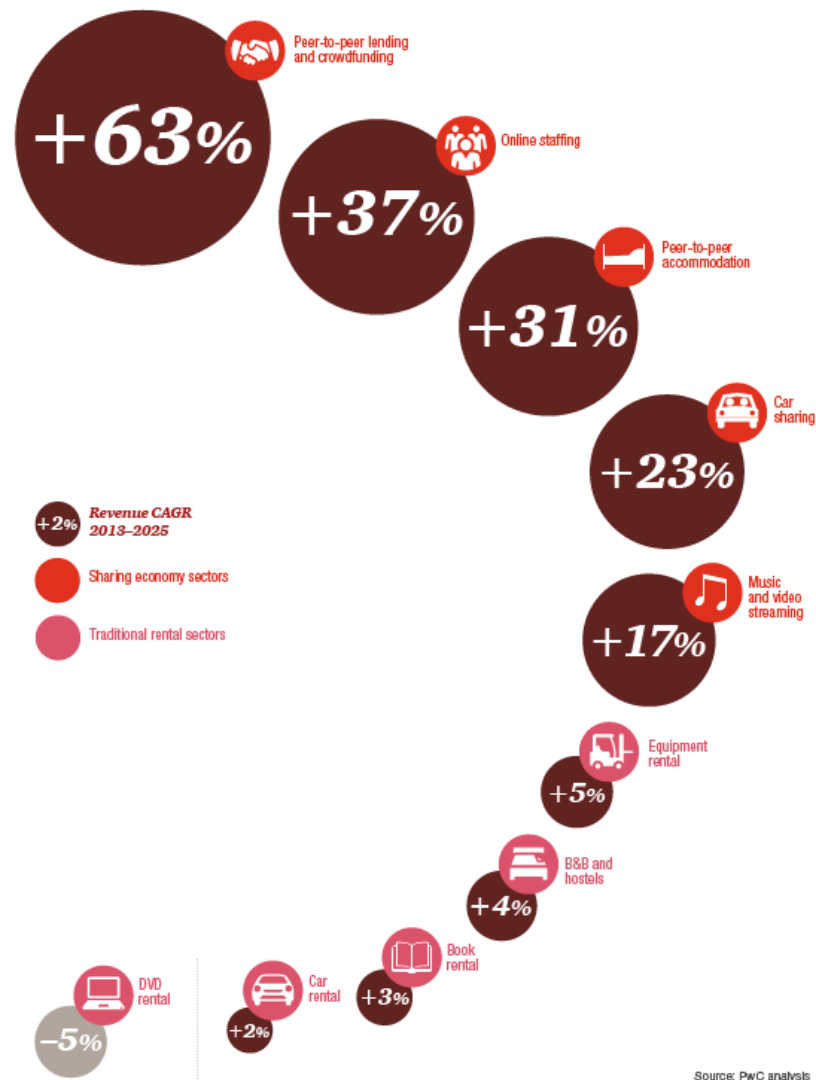


Figure 3 – Sharing Economy and Traditional Rental Sector Growth (PwC Analysis)

There is a shift in consumer behaviour from ownership to access for products and services. Access is being considered as an alternate to ownership. In the future, there will be a collection of subscription-based models with different tiers (e.g. bronze, silver, gold, diamond, and platinum). These levels of access will include better quality, more selection options, shorter rotation periods, and other benefits that are regarded more important than ownership (Hawksworth and Vaughan, 2015).

2.6 Ownership

Ownership is the legal right to possess property. The property may be an object, real estate, or vehicle. It includes the rights to use and enjoy a property, to lease or rent the property, to give it to someone else as an inheritance, or dispose of it by sale (Snare, 1972). Ownership implies the right to possess property, regardless of whether the owner personally utilises the property. Ownership expresses the special relationship between a person and an object called “owning,” and the object is called “personal property” or a “possession” (Snare, 1972). In ownership, consumers may identify with their possessions, which can become part of their extended-self (Belk, 1988) and can be crucial in maintaining, displaying, and transforming oneself (Kleine and Allen, 1995; Richins, 1994b)

According to the Property Theory, owning property is associated with a bundle of property rights, which includes but is not limited to accountability, commitment and responsibilities. (Berry and Maricle, 1973). These are referred to as burdens of ownership. These “burdens of ownership” include:

- i. assuming risks with regard to product alteration and/or obsolescence;
- ii. assuming risks with regard to making an incorrect product selection;
- iii. assuming responsibility for maintenance and repair of the product; and
- iv. assuming the full cost of goods for which a consumer has only infrequent use.

The Property Theory is explained in more detail later in the document under the theoretical framework section. The main reason for referencing the Property Theory in this section was merely to illustrate the property rights and burdens associated with ownership in contrast to access.

As conceptualised by Schrader (2001), goods owned by the consumer also includes liabilities. They emphasise that renting allows the renter to access the good without assuming some of the property rights. This outweighs the benefits of ownership, provides new opportunities to consume services without having to own the asset, and creates more opportunities for sharing.

2.7 Access versus Ownership

Consumers think about access differently than they think about ownership and most of our best practices in marketing are built upon an ownership model (Eckhardt & Bardhi, 2015). Access is the way in which people consume services organised around access to assets that are owned by someone else, and ownership is the legal right to possess property. A prerequisite for contrasting access and ownership is the acknowledgement that marketing theory needs to separate the consumption mode (access or ownership) from the consumption object such as a car, bike, books, etc. (Chen, 2009). There are distinctive differences between access and ownership and a separation of consumption mode from consumed objects is necessary (Bardhi & Eckhardt, 2012; Baumeister, 2014; Chen, 2009). The differences between the consumption modes is highlighted in Table 2.

Table 2 – Contrast of Access and Ownership Adapted

Perspective	Access	Ownership
Timeframe	Temporary	Indefinitely
Property rights	usage rights only, resources utilised are owned by someone else	exclusive or sole rights, resources are owned
Consumer–object relationship	distant relationship	close relationship
Market transactions	money exchanged for usage or consumption time	money exchanged for ownership (outright purchase)
Burden of ownership	no burden of ownership	ownership burden

The access-based services that provide consumers with a temporary access to goods have received growing responsiveness as an alternative to ownership (Bardhi & Eckhardt, 2012; Belk, 2013; Moeller & Wittkowski, 2010). Access and ownership differ from many perspectives. They differ from a consumer object relationship, property rights, market transactions, and temporality perspective (C. K. Baumeister, 2014). They also differ from a burden of ownership perspective. Access is the alternative to ownership and consumers are beginning to value and appreciate access more than ownership especially those consumers that have affordability constraints.

2.8 Key Drivers of Collaborative Consumption and Sharing

Based on the literature there are four key drivers that are changing collaborative consumption and sharing into a transformational phenomenon. The key drivers as illustrated in Figure 4 are economic, social, technological and environmental drivers.

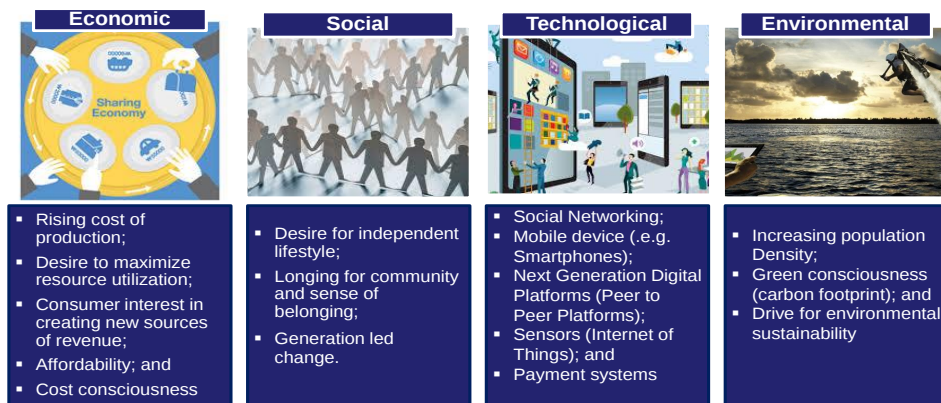


Figure 4 - Key Drivers of Collaborative Consumption and Shared Economy
adapted (Botsman, 2011)

2.8.1.1 Economic Drivers

The first driver was the 2008 global financial crisis and the slowdown in the global economy. It resulted in higher cost of production, increased cost of living, and higher unemployment. Consumers became more cost-conscious as the affordability of products and services became more demanding. As a result of the crisis, many consumers were forced to rethink their consumption behaviour because they lost their jobs, suffered reduced salaries or wanted to save more money during the difficult periods (Bardhi & Eckhardt, 2012; Gansky, 2010). The consumer's interest in maximising the utilisation of resources, saving costs and creating new sources of income and revenue was at its optimum. This fostered the growth of the access based consumption mode as access offerings enabled consumers to consume expensive goods without having to bear the high initial capital expenses. This influenced the pace of the shift from ownership to access as consumers saw this as the opportunity to still afford the access and enjoy the paid for experience without the burden of ownership (Botsman, 2011).

2.8.1.2 Social Drivers

The second driver is social. The desire for an independent lifestyle and community, the sense of belonging as well as the changes in culture is changing consumer attitude and behaviour towards access over ownership (Botsman, 2011). The younger generation signals their social status by not owning physical objects, but by using virtual communities or access offerings (Botsman & Rogers, 2010; Gansky, 2010).

2.8.1.3 Technological Drivers

The third driver influencing the change is emergence of new generation technology devices, social platforms, sensors, apps, geo-location technology, and payment systems. These enable new types of collaboration and sharing services that are built on real time peer-to-peer platforms (Botsman & Rogers, 2010). The emergence of start-up companies such as Uber and Airbnb are leading the way and encouraging other companies to take advantage of the technology advancements and innovation (Botsman, 2011). These technological advances also enable peer-to-peer sharing and offer access offerings. These technologies enable the provision of more convenient and cost-effective access services as compared to traditional rental offerings (Lovelock & Gummesson, 2004).

2.8.1.4 Environmental Drivers

The fourth driver of change is sustainability. With the world population reaching approximately 7.46 billion in November 2016 and the increasing population density, consumers are becoming more environmentally conscious (Gansky, 2010). The world population is expected to reach 9.2 billion by 2050 and the supply versus demand for resources is significantly increasing (Worldometers, 2015). This puts pressure on the natural resources of the earth and if the resources are not protected and used sparingly, this would have far-reaching consequences (Worldometers, 2015). The increase in environmental consciousness is a favourable factor for the adoption of the access based consumption services, as it is believed to allow more efficient resource utilisation (Gansky, 2010).

2.9 The Rise of the Shared Economy in South Africa

This research focuses on SA with the aim of contributing to the Decomposed Theory of Planned Behaviour from an attitudinal influence on behavioural intentions perspective therefore an overview of SA would provide valuable insight and background of the country.

2.9.1 Overview of South Africa

South Africa (SA) is a nation of approximately 51.77 million people of diverse origins, cultures, languages, and beliefs. Approximately 79% are black (or African), 8.9% "coloured", the local label for people of mixed African, Asian and white descent, 8.9% white, and 2.5% Indian or Asian (SA Census, 2011). South Africa has nine provinces as illustrated in Figure 5.

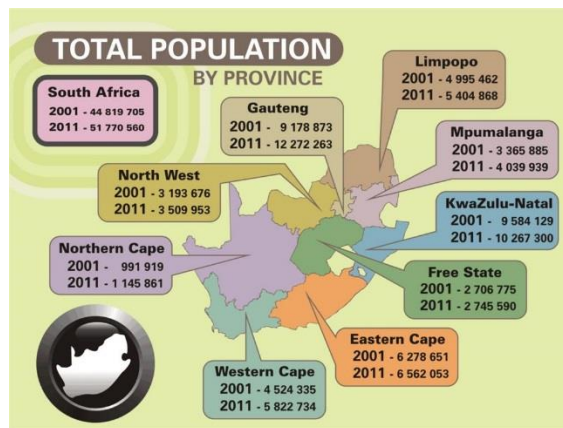


Figure 5 - South Africa Population by Province (SA census 2011)

Gauteng, the smallest and most densely populated (approximately 12.2 million people and 23.7% of the total population), adjoins Limpopo, North West and Mpumalanga in the north. The Northern Cape, the largest province with the smallest population (2.2%), is in the west. The Free State is in the middle of the country. In addition, the coastal provinces of KwaZulu-Natal (approximately 10.2 million people and 19.8% of the total population), the Eastern Cape (12.7%) and the Western Cape (11.2%) lie to the south. Approximately 62 % of the population is urban.

2.9.2 The South African Shared Economy

There are currently many start-up companies in SA that are targeting underutilised assets such as spare time and automobiles to drive people around (Uber, Locomute, Taxify), extra rooms (Airbnb, The Room Link), home Wi-Fi (Fon via Mweb), media such as movies and TV series (Netflix, ShowMax, DSTV Box Office, Hulu, Apple TV), peer to peer lending (Rainfin, Lendico), cleaning service (SweepSouth), music (Spotify, Deezer, Simfy Africa, Nokia MixRadio, Apple Music), book sharing (Amazon), fashion sharing (HipCloset) to sporting gear such as bikes (Green Cycles, Up Cycles), surfboards or snowboards (Spinlister).

There is great potential and opportunity for collaborative consumption in SA. With the high unemployment rate of approximately 27.1% (Statistics SA, 2016), more than half of South Africans living below the poverty line and ranked by the World Bank as an upper middle-income country there is potential for the sharing of resources and the creation and setup of more collaborative consumption and peer to peer (P2P) services.

A better understanding of the South African consumer behaviour in consumption mode choice is highly pertinent for our society as access based consumption mode could become a well-suited alternative to cope with limited resources, high cost of ownership, environmental pollution, affordability constraints and a rapidly growing population living increasingly in densely populated megacities (Bardhi & Eckhardt, 2012; and Lamberton & Rose, 2012).

There is also a big opportunity for ordinary citizens of SA to open their homes for student accommodation, as there is a big gap between the supply and demand for student accommodation. This would help generate additional income to supplement the current income (Hesketh, 2014). Airbnb is another great opportunity for South Africans to participate in, as both a consumer and provider of accommodation sharing services. It already has over 9400 listings in various cities and towns across SA. This new age accommodation rental service offers South Africans the opportunity to monetise their living spaces and to play host to travellers from around the world. It also provides the consumers the opportunity to participate in accommodation sharing which is more affordable and convenient.

Johannesburg and Cape Town have addressed the call to become cycle friendly cities with the launch of two rent a-bike ventures. Bike sharing ventures, Green Cycles was launched in Johannesburg and Up Cycles in Cape Town (The Star, 2015). Some of the key incentives for cycling rather than driving includes navigating the traffic congestion, saving on fuel consumption and reducing the carbon footprint.

In 2015, Mweb launched Fon, the world's largest community generated Wi-Fi network, in SA. Fon offers all the benefits that come with the Sharing Economy with none of the risk. The users realised that they could safely share a portion of their unused bandwidth with other Fon subscribers at no cost and as a result, get access to all the excess bandwidth of the total, global, customer eco-system when they leave their personal hotspot and enter another's. It is a community Wi-Fi network that gives user's access to the Internet wherever you are, be it in your home, a coffee shop, or any of the 15 million Fon hotspots across the globe (Holgate, 2015). There are over 52 000 of these community generated hotspots across the country. Of the 52000 hotspots, 42% are in Gauteng, 31% in the Western Cape and 14% in KZN, with the remaining 13% split across the Eastern Cape, Northern Cape, Mpumalanga, Limpopo, North West, Free State, and Northern Province (Holgate, 2015)

Africa's first car sharing network, Locomute offers consumers a more tech-savvy and flexible approach to car rentals and transportation (Staff Writer, 2015).

This research will provide greater insight into what is happening with respect to access and ownership in SA. The research will assist South African organisations determine which consumptions modes to offer as well as understand which consumer perceptions are most important. It will also help evaluate market potential and consumer preferences in different markets and product categories. This study will contribute to the market literature on consumption modes, create insight, and educate consumers in the different consumption modes and alternatives. It will also provide South Africans with the opportunities to generate value from their under-utilised assets by participating in the shared economy, as well as create start-ups to provide access-based consumption products and services offerings desired by consumers.

2.9.3 Key Challenges Currently Experienced in South Africa

There are currently many challenges faced by the South African citizens and businesses. Some of these key challenges experienced in SA are summarised in Figure 6, which was created from the literature review (Statistics SA, Nov 2016; SA Census, 2011).

Economic	• high unemployment rate (27.1%) in SA • slowdown in the economy and reduced growth rate • high cost of living and affordability constraints • High electricity costs and load-shedding • drought and water restrictions
Social	• changing consumer culture and behaviour • low consumer satisfaction • Poverty
Technological	• low access to household internet connectivity • issues associated with connectivity and broadband • high cost of data • increasing ownership in smartphones and devices
Environmental	• increasing population density • increasing pollution and carbon emissions • increased pressure on the natural resources • increased traffic congestion

Figure 6 - Key South African Challenges

Some of these challenges illustrated in Figure 6 could be opportunities. The emergence of the shared economy, collaborative consumption, and peer-to-peer service offerings have given South Africans the opportunity to rise to the challenge and gain competitive advantage by taking advantage of the opportunities and create start-ups to provide access-based consumption products and services offerings desired by consumers.

Access based consumption could become a well-suited alternative to cope with limited resources (e.g. water, electricity), environmental pollution, affordability constraints and a rapidly growing population living increasingly in densely populated megacities (Bardhi & Eckhardt, 2012; and Lamberton & Rose, 2012). Access based consumption also enables consumers to consume products that they cannot afford to buy (Bardhi & Eckhardt, 2012; and Lamberton & Rose, 2012). There is a change in consumer behaviour and this research identifies the perceptions and attitudes that are influencing, and driving the consumer behaviour and consumption mode choice in South Africa.

2.10 Product Categories

The research focuses on the consumption mode offerings in SA for the six different product categories and how the consumers perceive them. The product categories selected for the consumption modes choice, namely ownership and access for this study was limited to car, accommodation, book, music, media (movies and television series), and bike. The six product categories are illustrated in Figure 7.

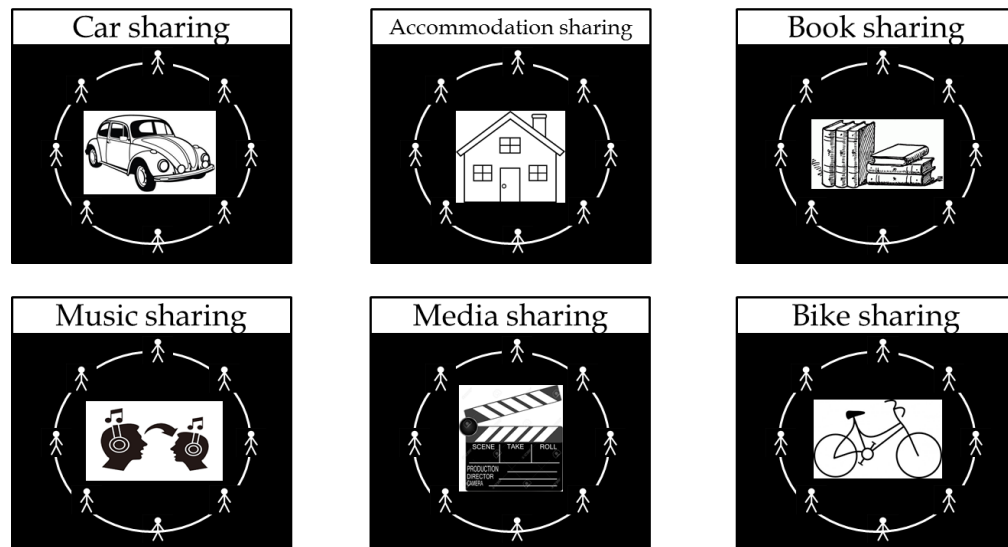


Figure 7 - Product Categories

2.10.1 Car Sharing

Car sharing is a service offering that provides customers with access to vehicles on a short-term basis. It has made it easier for people to get around without owning a car. A car used to be the ultimate symbol of freedom and independence but increasingly consumers view ownership as an expense and burden. Car sharing is becoming increasingly popular and has experienced a significant boom in recent years, with estimates suggesting there are now more than 600 different car sharing providers around the globe (Boyd & Kietzmann, 2014). Car sharing business models provide significant value to consumers and can also have a profound effect on local transportation networks. For instance, for every shared vehicle, between 9 and 13 private vehicles are removed from the roads, either by consumers selling a personal vehicle or postponing a planned purchase (Martin et al., 2010). The average car in North American and Western Europe is in use 8% of the time (Sacks, 2011).

The principle is simply that unused value is wasted value. Car sharing is illustrated in Figure 8, which indicates several people having access to one car. In the past decade, car sharing has become a worldwide phenomenon, with copious news coverage and uptake by consumers (Levine 2009; Naughton 2008).

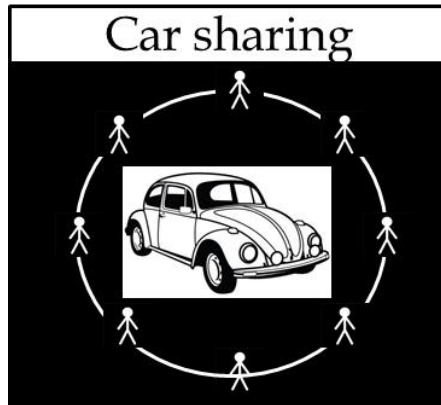


Figure 8 - Car sharing

Frost and Sullivan, a market research firm, estimates that by 2016 the market will be worth \$6 billion dollars a year, half of that in America, with a total of some 10 million users (Rick, 2012). The car sharing market in the USA was predicted to be \$3.3 billion in 2016, while forecasts about Europe predict 15 million car sharing users until 2020 (Frost and Sullivan, 2010, 2012). Outside America, most of the growth is in Britain and other north European countries such as Germany (The Economist). Car ownership in Africa is only around 44 / 1000 people (Finweek, May 2016). Market research company Gartner forecast that 10% of current urban vehicle owners will switch from ownership to on-demand vehicles by 2020 (Finweek, May 2016).

The old car consumer market focuses on car ownership, car rental, and car-pooling whilst the new market also centres on car sharing and ride sharing. The key benefit of being part of a car-sharing programme is the potential to reduce car ownership, car travel, maintenance, associated car costs, and demand for parking space. Many studies across the world have established the potential of car sharing to reduce vehicle ownership and parking demand. Uber is probably the most famous example of the so-called 'sharing economy' or access based consumption mode. Uber turns underutilised assets into productive capital. Uber could significantly alter the way we use cars and potentially bring about a shift from ownership (private utilisation) to access, which is characterised by shared utilisation. Uber launched in Johannesburg, Cape Town, and Durban in August

2013, and later in Pretoria. The number of rides has increased over 2 million rides per annum. Uber has not limited itself to a segment of cars or people. In South Africa, Uber offers three options to travel; Uber Black, which transports customers in luxury cars; Uber Van, which carries up to seven people, and Uber X, using normal cars for those looking for cost-efficient options (Finweek, July 2015). The mean waiting time for rides in South Africa is 3.4 minutes compared with 5.4 minutes in Italy (Finweek, July 2015).

Additional information was also obtained from Uber in November 2016. Uber has enabled over 4000 economic opportunities since launching in SA. It aims to create 15000 local jobs in SA by 2017. Their intention is to help drive SA forward through access to a safe and reliable transportation option, which is available to anyone, anywhere and at any-time.

Africa's first car sharing network, Locomute offers consumers a more tech-savvy and flexible approach to car rentals and transportation. Locomute launched in SA in June 2015 and it permits its members, which it calls Locomuters, to access any of their cars parked throughout SA. The locations of available cars are accessed online or through a smartphone app. Locomuters have 24-hour access to a pool of vehicles located within designated zones, called Locoparks. The service makes it possible for consumers to rent a vehicle for an hour or two for short trips, instead of renting a car for a day (Staff Writer, 2015). Consumers access the car service through an app, which allows them to reserve a vehicle, locate the nearest one and to unlock the vehicle. Cars can be accessed in public areas including shopping malls, street parking, and filling stations. At the end of the trip, users lock the vehicle using the app. The key benefit of the service is unlike standard rental services, the consumer only pays for the exact amount of time they use the car and the other costs such as fuel, insurance, e-Tolls, and parking are all included in the cost (Thulo, 2016). Locomute is currently operational in Johannesburg, Pretoria, Durban, and Cape Town. They started their business with only six vehicles in June 2015 and today they have a fleet of over 300 vehicles. The intention is to expand the car services to university cities like Bloemfontein, Port Elizabeth, East London, and Stellenbosch by the end of 2016 (Thulo, 2016).

Taxify is the new ride-hailing app connecting you to the nearest cab at the push of a button. The Taxify app is almost identical to Uber in terms of operation, in that users pay for their trips using cash or credit card. The difference is that there is a phone line available to non-app users.

The cab service was founded in Estonia, Europe by Markus Villig in 2013 and operates in over 12 countries and 14 cities. The company has launched in SA through a unique partnership with local company, Revnetek SA, which is 100% black-owned and has experience in the South African taxi industry (Mahlo, 2016).

The Gautrain is also a disrupter. The Gautrain is a passenger rapid transit railway system in Gauteng, South Africa. It links Johannesburg, Pretoria, Ekurhuleni and the O. R. Tambo International Airport. It provides an alternative public transport mode to car users and aims to attract private car-users to use the train, which is a shared service. This service will help alleviate some of the congestion on the roads in Gauteng.

2.10.2 Accommodation Sharing

Accommodation sharing can be defined as a service offering that provides travellers with access to real estate, apartments, rooms, and holiday or vacation homes on a short-term basis. There is no longer a need to own the property but to participate in the sharing economy and rent the suitable accommodation as and when required without the burden of ownership. The key benefit of not owning these properties is the potential to reduce property ownership, property maintenance, associated property costs such as insurance and flexibility to experience variety and choose from a range of destinations and accommodation types worldwide. Accommodation sharing is illustrated in Figure 9.

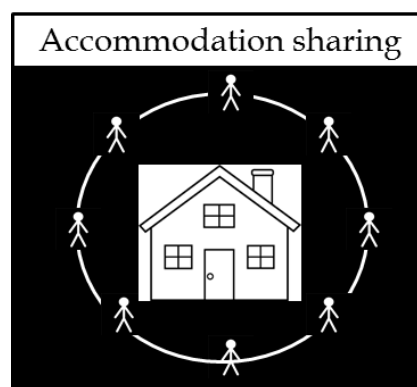


Figure 9 - Accommodation sharing

Commonly shared assets include finding hosts with extra rooms, entire homes, and unique accommodations like castles and igloos, etc. It provides the services and platform to connect with hosts, confirm travel dates and pay all through trusted services. Peer to peer accommodation marketplace Airbnb changed the landscape for travel accommodation, providing travellers with the opportunity to stay in other people's homes rather than expensive and impersonal hotels.

Airbnb began in 2008 when two designers who had space to share hosted three travellers looking for a place to stay. Airbnb hosts now share their spaces in 192 countries and more than 34,000 cities. Travelers just enter the destination and travel dates into the search bar to discover distinctive places to stay, anywhere in the world. Airbnb's value has grown from zero to 25.5 billion US dollars in nine years (Financial Mail, August 2016). Contrast to Airbnb's established peers, Hilton (founded in 1919, is worth 23.9 billion US dollars); Marriott (started in 1957, is worth 20.9 billion US dollars); Hyatt (started in 1957, is worth 7 billion US dollars); Sheraton owner Starwood (founded in 1937, is worth 13.3 billion US

dollars); and Intercontinental (founded in 1946, is worth 8.5 billion US dollars). Airbnb rents out 2 million rooms in 192 countries, which is more than any of the hotel chains while owning no premises. According to the report by Emerald Insight, a publishing house, Airbnb is expected to drive hotel rates and revenue down and is bad for hotels, but is good for tourists (Financial Mail, August 2016). Airbnb makes it money by taking a cut from the property owner (3% from the hosts), as well as from the traveller (12.5%).

Airbnb is now available in SA with over 3180 places available to stay countrywide. There are approximately 1462 listings in Cape Town, 452 in Johannesburg and the rest spread across the country. Many South Africans had already taken to Airbnb and is SA's new alternative to hotels. With news spreading, some 9400 homes are for rent in South Africa, making it the company's largest market on the African continent (Sunday Times, July 2015). The biggest cities for Airbnb are Cape Town and Johannesburg. Airbnb says listings in SA increased by 138% from 2014 to 2015. The number of South Africans using Airbnb increased by 163% from 2014 to 2015 (Sunday Times, July 2015). According to Airbnb, SA is becoming an increasingly popular global destination, with the number of people staying in places booked through Airbnb in SA increasing by a staggering 257% from 2014 to 2015.



Figure 10 - Airbnb in South Africa by Numbers

In SA, 61% of Airbnb hosts in 2015 were men and 39% were women as illustrated in figure 11. The average number of total nights booked in 2015 was 19 and the income earned was R 28 800. The average age of the Airbnb host is 44 years old, with 36% being over 50 years old. Airbnb says in 2015 there were 7 500 active hosts in SA. Nearly half (49%)

were freelancers, entrepreneurs, or self-employed, with the same number declaring, "welcoming guests helps them afford to stay in their home" as the data also indicates that 66% of the South African hosts share space in their primary residence. The number of guests using Airbnb in SA in 2015 was 134 000 staying on average 4.9 nights and the average host rating out of 5 was 4.7. The average age of the guest was 37 years old. 28% of the Airbnb guests were South African visitors and 78% foreigners. 42% of the foreigners were European visitors (figure 10). Airbnb took R 210 million in rentals from 21000 listings in SA in 2015.

One of the biggest challenges that not only the student but also the parent faces is finding suitable accommodation for their children. There is a shortfall of student accommodation for university and college students across the nine provinces in SA, according to Liezl Hesketh, the founder of The Room Link. To address this concern, The Room Link service was established. This is another example of peer-to-peer accommodation in SA. It is ordinary people providing a solution to the student accommodation crisis experienced in SA. The Room Link is an online property-matching website connecting renters and rooms (Hesketh, 2014). It works like a dating site, except instead of matching people and people; it matches people and properties for accommodation needs. This provide an opportunity for ordinary families to generate additional revenue through offering student accommodation. The other example of start-ups providing peer to peer accommodation, extra rooms or place to stay are Home Away, One Fine Stay and Couch Surfing.

Cleaning services is an essential and value-added service especially with respect to self-catering accommodation. According to SweepSouth CEO, Aisha Pandor, South African tech start-up, SweepSouth, is an online, on-demand service that has helped modernize the cleaning industry. SweepSouth places trusted, reliable, and professional cleaners into homes and small businesses across SA in minutes. Through its uber-style online booking platform, the advanced matching and rating algorithm massively increases the chances of an immediately happy and productive relationship between cleaners and clients. SweepSouth currently operates in Cape Town, Johannesburg, and Pretoria. The company processes more than 5,000 bookings a month in Cape Town, Pretoria, and Johannesburg. Like Uber, where drivers and riders rate each other, SweepSouth allows employees and employers to provide feedback on each other. About 70% of SweepSouth clients are female, between the ages of 24 and 40.

2.10.3 Book Sharing

Book sharing refers to a service offering that provides readers with access to books online or the actual book on a short-term basis. The internet is transforming the book industry and is disrupting this market. In an article published by Jonathan Band on the 21 November 2013, he highlights that publishers compete with the sale of used books at bookstores and online platforms such as Amazon and Half.com (owned by eBay). The internet has therefore also facilitated the renting of books. The Figure 11 illustrates book sharing.

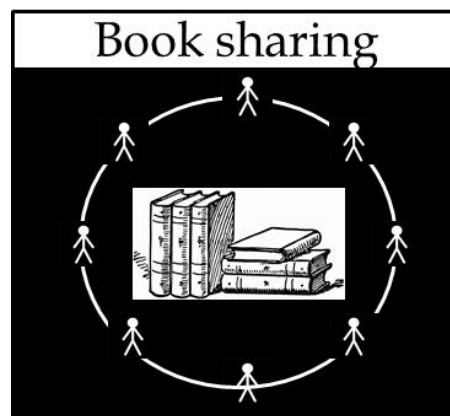


Figure 11 - Book sharing

The key benefit of not owning the book is the potential to reduce the demand for storage space, greater access, and choice to variety of books, lower costs of access than ownership of books (Band, 2013).

The publishers collect revenue from the first sale of the book, however the subsequent rentals of the books could deprive the publisher of additional sales of new copies of the book and potential revenue. The internet has also created a demand for digital books, which has reduced the revenue of the established publishers and bookstores. Book sharing provides the access for readers to experience the power and value of reading without having to own books as well as have access to a large selection of books on demand through book sharing organisation such as Amazon, Chegg, BookMooch, and Bookrenter. Companies such as Chegg and Amazon allow the rental of books for periods between 30 and 180 days, at a discount from the purchase price. The three main categories of books available are consumer, educational and professional books.

2.10.4 Music Sharing

One of the most counter-intuitive and disruptive changes in consumer behaviour brought about by the Internet is greater preferences for access than ownership. Access is valued more than ownership. The current trend is most evident in music, illustrated by figure 12.

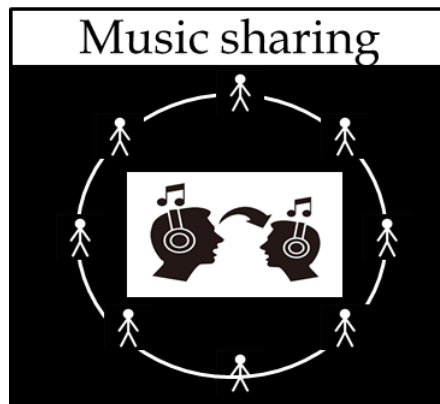


Figure 12 - Music sharing

Music sharing is an online music streaming service providing access to the experience of listening to music online with access to a large selection of music on demand. Digital music is now broadly segmented into two main consumption models, namely ownership and access. Music companies believe both models, access and ownership have enormous growth potential. Rob Wells, president, global digital business, Universal Music Group, says, "The fact that these two models of consumption can co-exist speaks volumes about the future. In fact, we have only scratched the surface of digital music in the last decade, now we are starting the real mining, and on a global scale."

Music subscription is transforming the way people experience and pay for songs and albums. It is also a rapidly expanding business model. "Subscribing to music used to be quite an abstract concept but now it has become a practical concept. The mass market understands how it works and consumers see the huge benefits," says Edgar Berger of Sony Music. Music streaming services and online music consumption provides access to all types of music, which is deemed more important than ownership of a limited amount of music. Digital music streaming services such as Apple Music, Deezer, or Spotify, offer unlimited access to their content and libraries for a monthly subscription fee (without any advertisement) or advertisement supported, with forced commercial breaks between the tracks. Music can be streamed to various connected devices (Statista, September 2016).

According to the seventh edition of PWC's South African entertainment and media outlook: 2016 – 2020 (published in September 2016), streaming will rise six-fold, but recorded music is still set to fall. Although physical music continues its downward trajectory and downloads look set to fall out of popularity, it is streaming revenue that will single-handedly be responsible for keeping recorded music revenue from large falls.

Streaming growth helps South Africa achieve 4.4% CAGR
South African music revenue (R millions), 2011–2020

Category	Historical data					Forecast data					CAGR %
	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2015-20
Physical	1 069	992	788	727	567	463	384	320	261	211	-17.9%
Digital	80	76	119	214	273	339	403	467	522	566	15.7%
Downloads	12	14	55	136	156	164	150	127	105	86	-11.3%
Mobile	50	48	45	44	44	43	43	43	43	43	-0.2%
Streaming	18	14	18	35	74	132	210	297	374	437	42.7%
Total recorded music	1 149	1 068	907	942	841	802	787	787	784	777	-1.6%
Live music ticket sales	664	712	758	811	870	937	1 012	1 098	1 184	1 277	8.0%
Live music sponsorship	198	204	219	235	253	274	297	323	349	376	8.2%
Total live music	862	916	977	1 046	1 123	1 210	1 309	1 421	1 532	1 654	8.0%
Total	2 011	1 984	1 884	1 988	1 964	2 013	2 096	2 208	2 316	2 431	4.4%
YOY growth (%)		-1.4%	-5.0%	5.5%	-1.2%	2.5%	4.1%	5.3%	4.9%	5.0%	

Note: Figures for 2011–2015 have been updated to reflect the most recently available financial information.

Sources: Entertainment and media outlook: 2016 – 2020 • South Africa – Nigeria – Kenya, PwC, Ovum

Figure 13 – South African music revenue (2011 – 2020)

In 2015, the total recorded music sales in South African was R 841 million and the digital music streaming revenue earned was R 74 million. Digital music streaming revenue is forecast to rise from R 74 million in 2015 to R 437 million in 2020, a 42.7% compounded annual growth rate (CAGR), with healthy competition from many such services (figure 13).

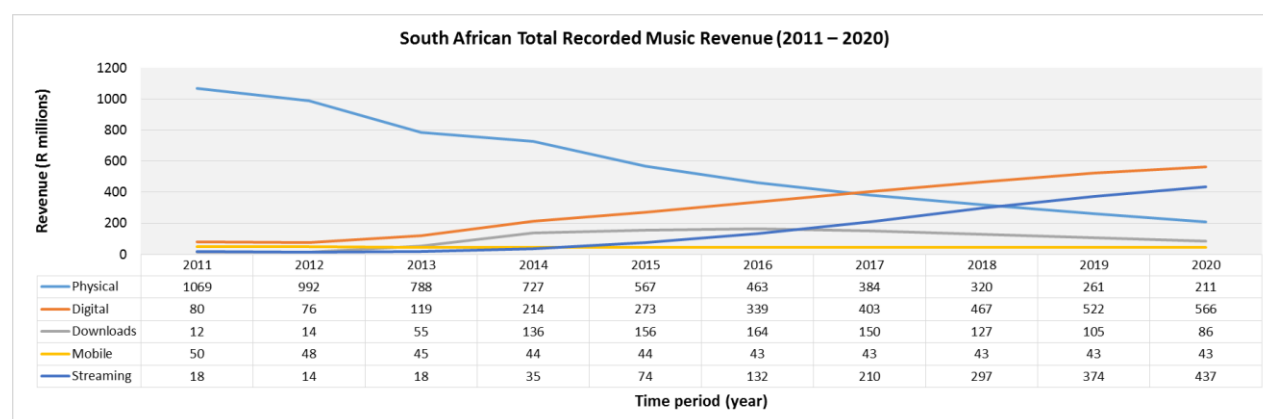


Figure 14 – South African total recorded music revenue (2011 – 2020)

The physical and digital total recorded music revenue from 2011 to 2020 is illustrated in figure 14. There is a distinct decline in the physical recorded music revenue and an increase in the digital recorded music revenue. The digital recorded music revenue consists of downloads, mobile and streaming. The mobile and downloads change in revenue is negative over the 2011 to 2020 period, whilst the streaming revenue increases from R 74 million in 2015 to R 437 million in 2020, a 42.7% CAGR.

According to the IFPI Digital Music Report 2015, the defining positive characteristic of the global music market in early 2015 is the continued surge in consumer uptake of streaming services. Much of this is driven by young consumers with little or no experience of owning music and, therefore, less geared to traditional ownership models. The popularity of online streaming has dented traditional music sales such as the original albums sales, digital track sales, and CD album sales and has negatively affected the overall sales and revenue in the music industries (Moneyweb, April 2015).

The percentage change in music streaming and sales for on-demand streams for audio and music videos has increased due to the change in consumer attitudes and behaviour towards access based consumption models. The key benefit of being part of an online music streaming subscription is the advantage of paying once for the access but having the ability to play on any device, play anywhere, play everything and share with everyone.

Many international and local online music subscription services were launched to capitalize on the opportunity and change in consumer attitudes, behaviours, and patterns. The subscription services launched in SA that are available and legal include but is not limited to Apple Music, Simfy, Deezer, Rara, Nokia Music +, and Spotify.

Apple unveiled its new music streaming service, Apple Music, in June 2015, ramping up the competition with Pandora and Spotify. Music enthusiasts can now search and stream over 30 million songs available in its Apple Music catalogue. Apple Music was initially available as a free 3-month trial, after which a monthly subscription fee applies. There are two subscription options available, namely individual (R59.99 per month) and family memberships (R89.99 per month). The family membership allows up to six family members per subscription.

2.10.5 Media (Movies and TV series) Sharing

Media sharing is an online media service providing streaming, downloading and storage service and thereby facilitating access to the experience of watching movies and television online with access to a large selection of movies and television series on demand over a short or long-term basis depending on the type and level of access or subscription.

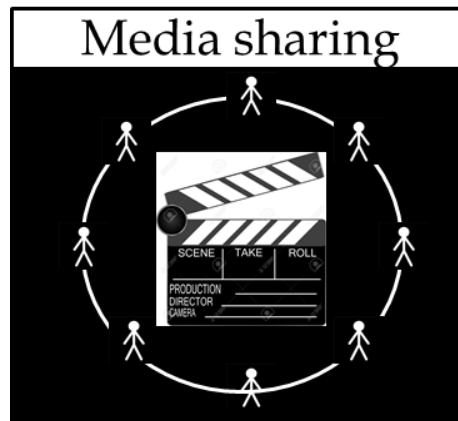


Figure 15 - Media sharing

The current trend is evident in media sharing (figure 15). According to a survey commissioned by PWC between July and October 2010, consumers are changing the way they watch, rent, and buy movie and television series. While renting continues to be the primary method of obtaining movie content, more consumers are opting to rent movies and television series through low cost mail subscription services or digitally stream movies and TV series to their television, computer or mobile devices. The popularity of online streaming has had a negative impact on traditional movie rentals - with most video shops closing-down, following the same trend as in the United States (PWC, 2010). The key benefits of media streaming are the opportunity to reduce media ownership, it is on-demand, lower cost of access to media, and reduced demand for storage of DVDs, videos, etc.

The impact of piracy on the media (movies and TV series) sector, actors, movie and television producers, and directors is significant. Media subscription is transforming the way people experience and pay for movies and television series. It is a rapidly expanding business model. Video streaming provides access to all types of movies and television series.

Many international and local online media subscription services have launched in SA to capitalize on the opportunity and change in consumer behaviours such as ShowMax, Netflix, Apple TV, DSTV on Demand and DSTV Catch Up. Many South Africans subscribe to Netflix. MultiChoice is a South African company that provides media (movies and television) entertainment. It offers DSTV, DSTV Catch Up, DSTV Box Office video on demand services and ShowMax. The DSTV Box Office provides access to approximately 30 movies. ShowMax has a library of almost 30 000 TV episodes and movies, maintaining its position as the largest subscription video on demand (VOD) catalogue in Africa. In September 2016, ShowMax exceeded the 20 million views mark (Business Day, November 2016)

According to the seventh edition of PWC's South African entertainment and media outlook: 2016 – 2020 (published in September 2016), pay TV subscription and electronic home video will grow by 5.9% and 17.4% respectively. Home video includes both the physical and electronic home video movies, TV programmes and video content (figure 16).

Growth in subscriptions and advertising underpins TV market expansion of 5.0% CAGR in South Africa to 2020
South Africa, TV revenues (R millions), 2011–2020

Category	Historical data					Forecast data					CAGR %
	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2015-20
Pay-TV subscription	14 101	15 115	16 174	17 085	18 870	20 624	22 208	23 544	24 550	25 169	5.9%
YOY growth (%)		7.2%	7.0%	5.6%	10.4%	9.3%	7.7%	6.0%	4.3%	2.5%	
Home video	1 273	1 321	1 383	1 437	1 505	1 608	1 702	1 780	1 842	1 905	4.8%
YOY growth (%)		3.8%	4.7%	3.9%	4.7%	6.8%	5.9%	4.6%	3.4%	3.5%	
Physical home video	1 048	1 054	1 061	1 057	1 047	1 029	1 003	970	930	885	-3.3%
YOY growth (%)		0.7%	0.6%	-0.4%	-0.9%	-1.7%	-2.5%	-3.3%	-4.1%	-4.9%	
Electronic home video	226	267	322	380	457	578	699	810	911	1 020	17.4%
YOY growth (%)		18.2%	20.8%	18.1%	20.3%	26.4%	20.8%	16.0%	12.5%	12.0%	
Public licence fees	826	846	887	928	913	935	953	970	986	999	1.8%
YOY growth (%)		2.4%	4.8%	4.7%	-1.6%	2.4%	2.0%	1.7%	1.7%	1.3%	
End user spending	16 020	17 080	18 217	19 195	21 007	22 858	24 536	25 951	27 022	27 703	5.7%
YOY growth (%)		6.6%	6.7%	5.4%	9.4%	8.8%	7.3%	5.8%	4.1%	2.5%	

Figure 16 – South African TV revenue (2011 – 2020)

In 2015, the total TV revenue in South African was R 21.007 billion and the electronic home video revenue earned was R 457 million. The electronic home video revenue is forecast to increase from R 457 mil in 2015 to R 1.020 billion in 2020, a 17.4% CAGR (figure 16 & 17). The growth of the physical home video is forecast to decline from R 1.047 billion in 2015 to R 885 million in 2020, a -3.3% CAGR (figure 16).

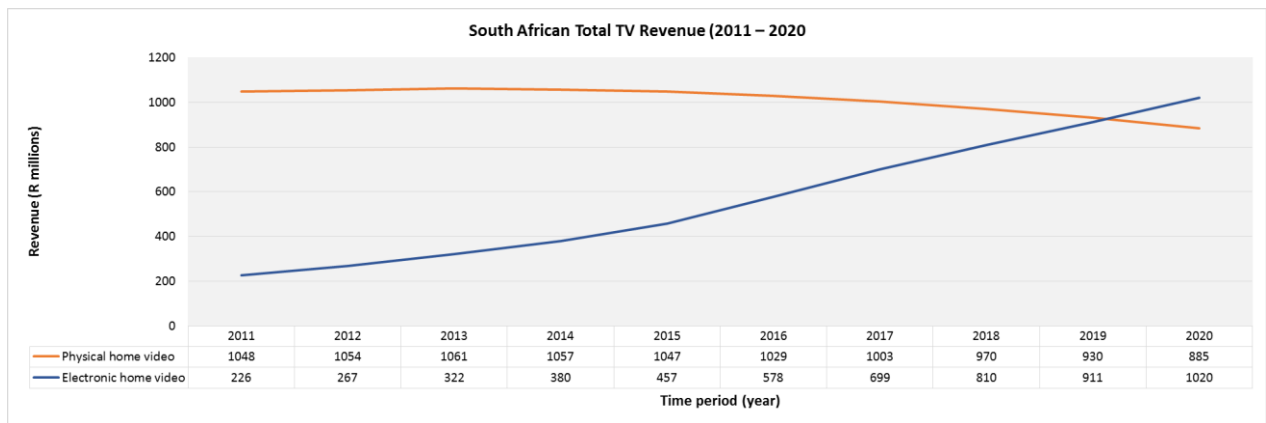


Figure 17 – South African total recorded TV revenue (2011 – 2020)

There is a decline in the physical home video revenue and an increase in the electronic home video revenue as illustrated in figure 17. The demand for streaming services and access to media content (movies and TV series) is on the rise.

2.10.6 Bike Sharing

Bike sharing is a service offering that provides customers with access to bikes on a short-term basis. The key benefits of participating in a bike sharing programme are the potential to reduce the number of cars on the road, navigate the traffic congestion, reduce the fuel consumption, reduce the carbon emissions and potentially the cost of travel.

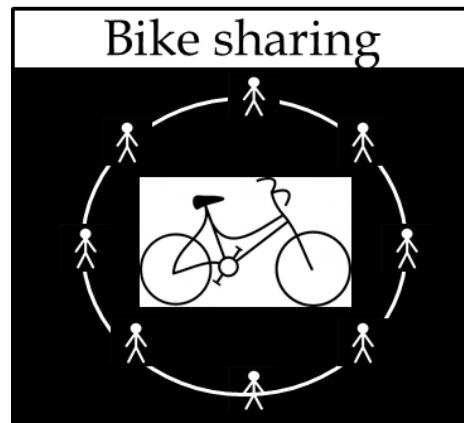


Figure 18 - Bike sharing

Similar to car sharing, bike sharing involves providing hourly access to bikes stationed throughout a city. Most bike sharing programmes have some membership fees as well as usage fees. In some cases, bike sharing programmes are only accessible to local residents whereas in other cities, the service is available to visitors and residents alike (Boyd & Kietzmann, 2014). Bike sharing has seen a remarkable increase in many cities worldwide. Each month more than 2.2 million bike-sharing trips are taking place (Sacks, 2011).

Johannesburg and Cape Town have addressed the call to become cycle friendly cities with the launch of two rent a-bike ventures. Bike sharing ventures, Green Cycles was launched in Johannesburg and Up Cycles in Cape Town in 2012. Some of the key incentives for cycling rather than driving includes beating the traffic, saving on petrol and reducing the carbon footprint. Green Cycles has launched an electric bicycle rental program in Johannesburg. Green Cycles has chosen Parkhurst as the hub from which to pilot the Go Green initiative. They provide clean, electric bicycles, which create a cleaner environment for Parkhurst, and meets the need to rely less on fossil fuels (The Star, 2015). The key objective is to turn suburbs and cities into greener, cleaner places to live and work by providing an alternative environmentally friendly, affordable, and reliable mode of transport.

by substituting other transport modes with electric bicycles. According to Noel O' Regan, the founder of Green Cycles, *"Our aim is to turn cities and towns into greener, cleaner places to live and work by supplying an alternative mode of transport that's not only convenient, affordable and fun – but also contributes to lower CO2 emissions and cleaner air, not to mention less traffic congestion"* (The Star, 2015).

The City of Joburg is also supporting the establishment of a bicycle friendly city. Their intention is to establish cycling lanes throughout the city. Up Cycles is Cape Town's first drop-and-go bike rental company. Up Cycles has four drop off and go locations, namely the Pavilion on the Sea Point Promenade, Clock Tower Square at the V&A Waterfront, Breakaway Café on the Waterkant Street Fan Walk, in the city centre, and Camps Bay, at the Bay Hotel on the Victoria Road strip (Up Cycle website, December 2016). The base rate is R 60 an hour, two hours is R 90, three hours is R 120, half-day rate is R 180, and the full day until sunset rate is R 220. A child seat is also available as an option for R 50.

2.11 Peer-to-Peer Platforms

Technology and digital platforms will be critical to the evolution of the collaborative consumption sharing models, shared economy, and will help transform businesses. Peer-to-Peer (P2P) platforms will create the opportunity for diverse and specific needs and interests in collaborative models.

In peer-to-peer collaboration, the assets are owned and exchanged directly person-to-person (Rachel Botsman, 2011). This type of transaction model is applied in peer-to-peer platforms such as Airbnb, Uber, TaskRabbit, etc.

Advances in technology enable businesses to track the goods and services they offer or lend and connect them with the consumers of their services. Research on technological changes and the impact of the technology and digital platforms has been conducted in various parts of the world, especially in the United States of America and the United Kingdom. Some of the key factors influencing or determining the pace of the shift from ownership to access can be attributed to:

- a) Technology led change which is associated with fast moving changes; and
- b) Generation led change, which is slow moving change.

Peer sharing platforms such as Uber, Airbnb and TaskRabbit are changing the relationship between social networks, smart devices and physical objects.

According to Lisa Gansky (2014), author of the book *The Mesh*, 'unused value is equal to waste.' Technology has enabled consumers to connect unused resources to those who need them in an ecosystem where everyone involved benefits. In this economy, access is more important than ownership and innovation brings communities together.

The digital revolution is changing the way we live, play, shop, communicate, and interact in the digital world. A new technology generation is upon us, in the form of peer-to-peer (P2P) platforms, sensors (Internet of Things), smart devices, and payment systems. We have not fully grasped the implications of the next generation of technology and how it will change everything from the way we live, to the way we consume services, to the way we play, shop, interact, communicate, and pay for our purchases and services.

2.12 Business Models

The access economy is changing the structure of a variety of industries, and a new understanding of the consumer is needed to drive successful business models (Eckhardt & Bardhi, 2015). Consumers of all ages, backgrounds, and society will engage and participate in the access economy. As the interest and attitudes of consumers grows and transforms, the greater the opportunity for organisations to drive innovation and increase the pace towards an access economy.

Businesses that sell access rather than ownership are popping up everywhere. However, ownership and access will co-exist for years to come, this creates the opportunity and demand for both ownership, and access based capabilities and service-based offerings. Organisations can no longer afford to ignore the rise of the Shared Economy and Collaborative Consumption offerings (Botsman, 2010). In this demanding and competitive economy with the emergence of Internet, start-ups, which are, focused on the shared economy and collaborative consumption offerings, it is a great opportunity and imperative for business leaders to seek and drive innovative strategies and / or business models and rapidly increase the pace towards a Shared Economy. The creative destruction of old business models and the adoption of new creative ways of participating is an alternative strategy. The short-term car rental and ride-sharing initiatives by many the automobile companies are ideal examples of new creative ways of redesigning innovative business models. Music, film streaming and video on demand by Netflix, Internet service providers, television companies, Apple, Amazon, and various software companies are other examples (Belk, 2013). An alternative adaptive strategy is to provide free content and find other sources of revenue.

According to Lovelock and Gummesson (2004): "The access perspective offers a different lens through which to view services. Marketing transactions that do not involve a transfer of ownership are distinctively different from those that do. We perceive that at this stage in the evolution of services marketing theory, this perspective offers the potential to uncover new and different dimensions of service reality".

Rachel Botsman believes that there are many different business model options and some of her thoughts are included but are not limited to the following business models (Botsman, 2010):

- i. **Freemium:** Company offers basic services or use of the platform and / or app free. The users then trade-up for additional benefit by paying a fee. E.g. Spotify
- ii. **Service Fee:** Company takes a service fee for successfully matchmaking buyers and sellers, hosts and guests, and borrowers and lenders. The fee taken varies across marketplaces depending on the value of the transaction and the support services provided. E.g. Airbnb, Uber, UberEats; Zopa, and TaskRabbit.
- iii. **Revenue sharing models:** Company partners with other companies and the revenue is shared. The other companies may be their competitors. E.g. Amazon and the second-hand book market.
- iv. **Tiered subscription plans:** Company offers a range of subscription plans at different price points based on frequency of use or number of goods desired. It has tiers such as bronze, silver, gold, and platinum. E.g. Netflix, Spotify.
- v. **On sale:** Company purchases unwanted goods direct from customers, then recycles, and re-sells the products (or its parts) for a higher value. E.g. EBay, Bid or Buy; OLX and Gumtree.
- vi. **Flat membership:** Company charges a flat monthly or annual membership fee regardless of usage. E.g. TechShop and Apple Music.
- vii. **Membership plus Usage:** Company charges a one-off or annual membership fee (sometimes with different plans offered based on frequency of use). Additional fees are charged based on usage. E.g. DriveNow or DSTV (DSTV is a flat fee, but if you use the value-added services you pay additional costs such as Box Office)

Many new opportunities have already emerged under collaboration consumption with successful revenue models based on different types of membership. Companies in SA should view this as an opportunity to reinvent themselves and take advantage of the change in consumer behaviour, the digital evolution of technology and peer-to-peer platforms as well as the advancements in the payment solutions.

2.13 Theoretical Framework

While the previous sections (2.1 – 2.12) presented a detailed literature review of the sharing economy, this section focuses on the consumer perceptions and attitudes and a detailed analysis and selection of the theoretical framework for this research.

Access is no longer the inferior consumption mode, but can compete with ownership due to its increased convenience and cool image (Bardhi & Eckhardt, 2012). Access and ownership differ in many perspectives. The purpose of this research is to empirically investigate the perceptions of the access based consumption mode across the six different product categories (cars, accommodation, books, music, media and bikes) because we expect important differences and similarities across the product categories.

2.13.1 Consumers Perceptions towards Consumption Modes

Consumer behaviour with respect to the access based consumption mode is not well understood yet, and researchers agree that there are still vast gaps that require further research (Chen, 2009; Lamberton & Rose, 2012; Lovelock & Gummerson, 2004).

Access and ownership are distinctively different from one another and an in-depth analysis of consumer behaviour in this context is required (Lovelock & Gummesson, 2004). Lamberton and Rose (2012), Moller and Wittkowski (2010) and Shrader (2001) have conducted quantitative research on the perceptions and personal determinants of consumers for their relevance to access consumption. Bardhi and Eckhardt (2012) and Lawson (2011) have conducted qualitative research on consumer's motivation to use access consumption. Refer to chapter 2.1 (Table 1) for a more detailed overview of these research and publications.

2.13.2 Maslow's Hierarchy of Needs

Maslow's hierarchy of needs is a theory in psychology and has received considerable attention in theoretical and applied writings on human motivation. Maslow wanted to understand what motivates people and he believed that people possess a set of motivation systems (Maslow, 1943). Maslow stated that people are motivated to achieve certain needs, and when one need is fulfilled, a person seeks to fulfil other needs.

The earliest and most widespread version of Maslow's (1943) hierarchy of needs includes five motivational needs, often depicted as hierarchical levels, and is divided into:

- Biological and Physiological needs: food, water, air, shelter, warmth, sex, sleep.
- Safety needs: protection from elements, security, employment, health, law, stability, freedom from fear.
- Love and belongingness needs: friendship, affection, and love from colleagues, family, friends, romantic relationships.
- Esteem needs: achievement, mastery, independence, status, confidence, self-respect, and respect from others.
- Self-Actualization needs: realizing personal potential, self-fulfilment, seeking personal growth and peak experiences.

Everyone is capable and has the desire to move up the hierarchy toward a level of self-actualisation. Unfortunately, failure often disrupts progress to meet lower level needs. Life experiences such as unemployment or poverty (unaffordability) may cause an individual to fluctuate between levels of the hierarchy. Individuals can however satisfy their hierarchy of needs and desires through different consumption modes namely, ownership and/or access.

2.13.3 The Importance of Perceptions for determining Attitude

An attitude can be described, as the views an individual possess against a phenomenon (Eagly & Chaiken, 1993). Attitudes can influence decisions and guide our behaviour. Perception is the process by which individuals interpret and organise sensation to produce a meaningful experience of the world (Lindsay & Norman, 1977).

Theories such as the Theory of Reasoned Action (Fishbein & Ajzen, 1975), the Theory of Planned Behaviour (Ajzen, 1991) and the Decomposed Theory of Planned Behaviour (Taylor and Todd, 1995), provides the theoretical foundation for the relationship between perceptions and attitude. These theories are based on knowledge that a set of beliefs about a specific action causes the overall attitude towards this action, which then causes the behavioural intention towards this action and finally the behaviour itself. These beliefs are aggregated into a one-dimensional overall construct of attitude in empirical studies known as the Decomposed Theory of Planned Behaviour (Taylor and Todd, 1995). Many researches have successfully applied approaches to decompose attitude into multidimensional constructs (Bagozzi, 1981, 1982; Pavlou & Fygenson, 2006; Shimp & Kavas, 1984). These approaches help understand which underlying relationships between perceptions and attitude are important to predict behaviour (Taylor & Todd, 1995). This research study builds upon the de-compositional approach because it intends to explain what causes South African consumers to prefer the access consumption mode to ownership from an attitudinal influence on behavioural intentions perspective.

To evaluate and select the most appropriate theory for this study, it is important to identify and evaluate the theories related to the consumption modes, namely ownership and access and consumer behaviour. For the purposes of this study, “The shift from ownership to access in South Africa, the shared economy,” the following related theories were evaluated:

- i. The Property Rights Theory;
- ii. The Theory of Reasoned Action (TRA);
- iii. The Theory of Planned Behaviour (TPB); and
- iv. The Decomposed Theory of Planned Behaviour (DTPB)

The Property Rights Theory can be described as a theoretical framework for determining how a resource is used and owned. The Property Rights Theory was evaluated because it is important to understand the property rights associated with both the access and ownership consumption modes.

Attitude is regarded as a major determinant of behaviour (Ajzen, 1991). To determine how consumers perceived access and ownership and which of those perceptions are most important in determining their attitude towards the access consumptions mode in SA, the Theory of Reasoned Action (TRA), the Theory of Planned Behaviour (TPB) and the Decomposed Theory of Planned Behaviour (DTPB) were evaluated. The Theory of Planned Behaviour has been used successfully to predict and explain a wide range of behaviours and intentions. It provides the theoretical foundation for the relationship between perceptions and attitude.

The Theory of Planned Behaviour states that behavioural achievement depends on both motivation (intention) and ability (behavioural control). It distinguishes between three types of beliefs, namely behavioural, normative, and control.

The Theory of Planned Behaviour (TPB) is broadly adopted by academic researchers to explain an individual's intention and actual behaviour. Taylor and Todd (1995) emphasised that there is a need to decompose attitude from beliefs to better understand the belief structures and behavioural intention. Research has confirmed that the Decomposed Theory of Planned Behaviour (DTPB) has equal or higher explanatory power than other intention-behaviour based theories (Taylor and Todd, 1995; Chau and HU, 2001; Shih and Fang, 2004; and C.K. Baumeister, 2014).

The four related theories and its' relevance to this research is explained in detail in the next section of this chapter to illustrate their significance, appropriateness and value.

2.14 Property Rights Theory

The Property Rights Theory can be described as a theoretical framework for determining how a resource is used and owned. Resources can be owned by individual(s), organisations, or governments. Coase (1960) initiated an abundance of research on property rights that perhaps reached its pinnacle with Alchian & Demsetz (1973). According to property rights theory, resources represent a bundle of property rights that can be disaggregated and recombined according to preference (Alchian and Demsetz, 1973; Coase, 1960). Although this research is dated, it is still relevant and appropriate.

There are four types of property rights that can be differentiated (Furubotn and Pejovich, 1972):

- i. the right to use a good (*ius usus*);
- ii. the right to retain the return yielded from the usage of a good (*ius usus fructus*);
- iii. the right to convert the form and structure of a good (*ius abusus*); and
- iv. the right to transfer one or more of these property rights to other persons (*ius abutendi*).

The three important criteria for economic efficiency of property rights identified are:

- i. universality which implies that someone owns all scarce resources;
- ii. exclusivity, property rights are exclusive or sole rights; and
- iii. transferability, to ensure that resources can be assigned from low to high return or earning uses.

2.14.1 Property Rights and Burdens of Ownership

For some products, non-ownership is an alternative form of consumption that has the potential to replace purchasing and possession of goods. According to Lovelock and Gummesson (2004), the rental or the access to goods is one such form of non-ownership consumption. Owning property is associated with a bundle of property rights, which includes but is not limited to accountability, commitment, and responsibilities (Berry & Maricle, 1973; Moeller & Wittkowski, 2010).

They emphasise that renting allows the renter to access the good without assuming some of the property rights. These are referred to as burdens of ownership. These “burdens of ownership” include:

- i. assuming risks with regard to product alteration and/or obsolescence;
- ii. assuming risks with regard to making an incorrect product selection;
- iii. assuming responsibility for maintenance and repair of the product; and
- iv. assuming the full cost of goods for which a consumer has only infrequent use.

The likelihood of these burdens presumably persuades some consumers to prefer access to ownership.

2.14.2 Property Rights and Liabilities of Ownership

The burdens and liabilities associated with the ownership of goods are some of the key reasons why some consumers prefer access to ownership (Moeller & Wittkowski, 2010). As conceptualized by Schrader (2001) and referenced by Baumeister (2014), goods owned by the consumer encompasses the following liabilities:

- i. the liability to use the goods in order to derive value from the goods;
- ii. the liability to find suitable storage for the goods so that it does not inconvenience anyone;
- iii. the liability to maintain the goods as per the supplier’s recommendations so that it does not endanger others;
- iv. the liability to dispose of the goods as per the supplier’s recommendations; and
- v. the cost and effort liability associated with the acquisition and usage of the goods.

It is believed that possessions, to which we have a close relationship, reflects our personal lives. Ownership can also serve as a symbol of control. The property rights and burdens of ownership associated with the access and ownership consumption modes will form part of the perceptions that will be evaluated. The main reason for including the Property Rights Theory was merely to understand and contrast the property rights and burdens of ownership associated with the access and ownership consumption modes.

2.15 The Theory of Reasoned Action (TRA)

The Theory of Reasoned Action (TRA) was developed by Martin Fishbein and Icek Ajzen in 1975. The Theory of Reasoned Action (Ajzen & Fishbein, 1980; Fishbein & Ajzen, 1975) is a theory in the field of behavioural psychology. The theory was developed to study human behaviour and examine the relationship between attitudes and behaviour. It provides the theoretical foundation for the relationship between perceptions and attitudes which this research intends to determine. Figure 19 provides an overview of the TRA.

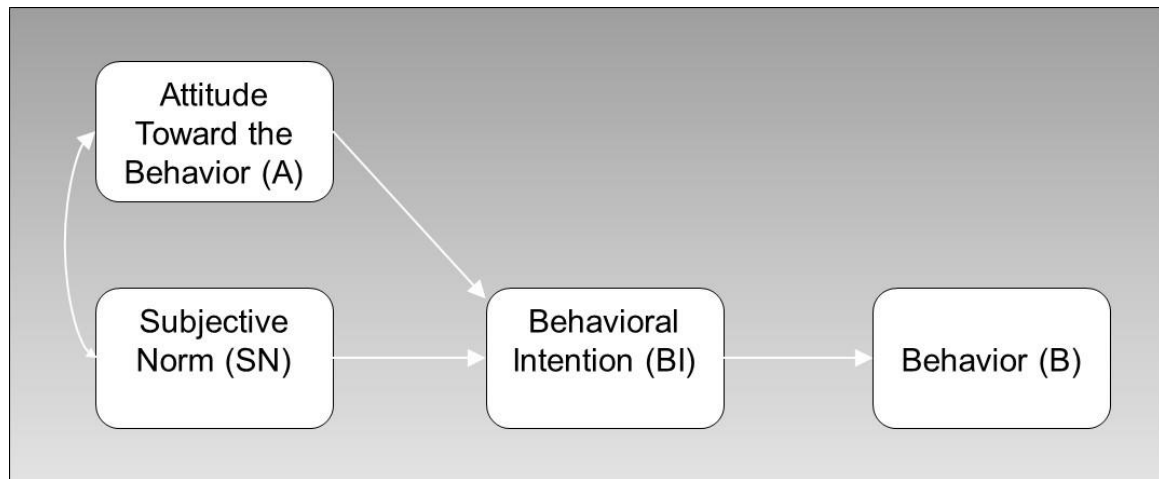


Figure 19 - The Theory of Reasoned Action (Fishbein and Ajzen, 1975)

The theory of Reasoned Action contains three main constructs, namely:

- a. Attitude toward the behaviour is defined as the individual's positive or negative feelings about performing a specific behaviour;
- b. Subjective norm is defined as an individual's perception of whether people important to the individual think the behaviour should be performed; and
- c. Behavioural intention (BI) is a measure of an individual's readiness to perform a specified behaviour.

The theory of reasoned action looks at behavioural intentions rather than attitudes as the main predictors of behaviour. According to this theory, attitudes toward a behaviour (or more precisely, attitudes toward the expected outcome or result of a behaviour) and subjective norms (the influence other people have on a person's attitudes and behaviour) are the major predictors of behavioural intention (Fishbein & Ajzen, 1975). TRA works most successfully when applied to behaviours that are under a person's volitional control (Fishbein & Ajzen, 1975).

2.15.1 The Limitations of the Theory of Reasoned Action (TRA)

Martin Fishbein and Icek Ajzen (1975) assumed that individuals are usually quite rational and make systematic use of information available to them. They assumed that individuals consider the implications of their actions before they decide to engage or not engage in a given behaviour. They developed a theory that could predict and understand behaviour and attitudes. Their framework, which has become known as the Theory of Reasoned Action looked at behavioural intentions rather than attitudes as the main predictors of behaviours. Ajzen and other researchers later realized that this theory was not adequate and had several limitations (Godin & Kok, 1996).

One of the key limitations that was identified was with individuals who have little or feel they have little power over their behaviours and attitudes. Ajzen described the aspects of behaviour and attitudes as being on a continuum, i.e. from one of little control to one of great control. The Theory of Reasoned Action was related to voluntary behaviour. It was realized that behaviour appeared not to be 100% voluntary and under control. To balance these observations, Ajzen added a third element to the original theory. This element is the concept of perceived behavioural control. The addition of this element resulted in the improved theory known as the Theory of Planned Behaviour (TPB).

For the reasons listed above the Theory of Reasoned Action was deemed not appropriate for this research and was therefore not selected.

2.16 The Theory of Planned Behaviour (TPB)

The Theory of Planned Behaviour (TPB) was developed to predict behaviours in which individuals have incomplete volitional control. The major difference between The Theory of Reasoned Action and the Theory of Planned Behaviour is the addition of a third determinant of behavioural intention, namely perceived behavioural control. Perceived behavioural control is determined by two factors, Control Beliefs and Perceived Power. An overview of the Theory of Planned Behaviour is illustrated in Figure 20.

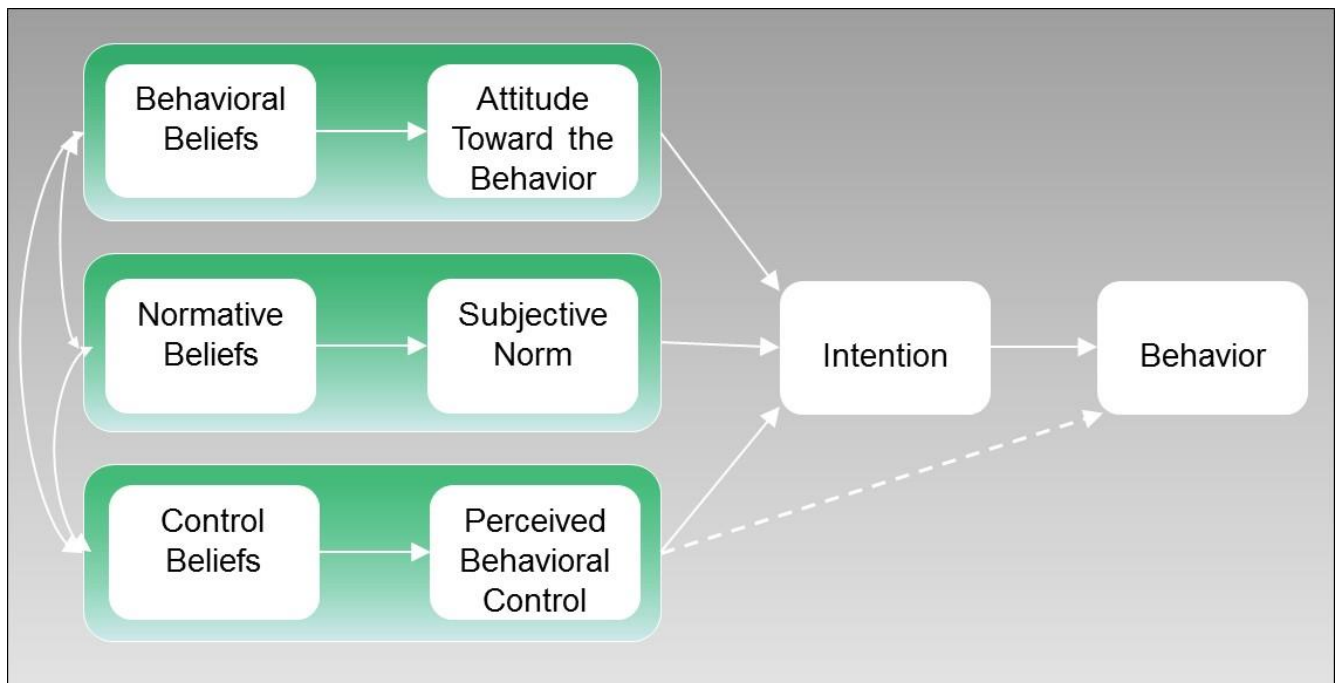


Figure 20 - The Theory of Planned Behaviour (Ajzen 1985, 1991)

The theory of Planned Behaviour comprises of four main constructs, namely (Ajzen, 1991):

- Attitude is the first determinant of behavioural intentions and is defined as the individual's positive or negative feelings about performing a specific behaviour. It is the degree to which the person has a favourable or unfavourable evaluation of the behaviour in question.
- Subjective norm is considered the second determinant of behavioural intentions and is defined as an individual's perception of whether people important to the individual think the behaviour should be performed;

- c. Perceived behavioural control is the third determinant of behavioural intentions and refers to the degree to which individual feels that the performance or non-performance of the behaviour in question is under their volitional control. Perceived behavioural control indicates that an individual's motivation is influenced by how difficult the behaviours are perceived to be, as well as the perception of how successfully the individual can or cannot, perform the activity; and
- d. Behavioural intention (BI) is a measure of an individual's readiness to perform a specified behaviour. It is influenced by three components; namely a person's attitude toward performing the behaviour, the perceived social pressure, called subjective norm and perceived behavioural control.

If an individual holds strong control beliefs about the existence of factors that will facilitate a behaviour, then the individual will have high-perceived control over a behaviour. Conversely, the individual will have a low perception of control if they hold strong control beliefs that impede the behaviour (Ajzen, 1991). The perceived behavioural control can influence behaviour directly or indirectly through behavioural intentions.

2.16.1 The Limitations of the Theory of Planned Behaviour (TPB)

Ajzen added a third element, the concept of perceived behavioural control to create the theory known as the Theory of Planned Behaviour (TPB). Other researchers have identified some limitations concerning the Theory of Planned Behaviour. Some of the limitations can be summarized as follows:

- i. It assumes that the individuals have acquired the required opportunities and resources to be successful in the desired behaviour, regardless of the intention;
- ii. It does not take into consideration other variables and factors that can impact on the behavioural intention and motivation, such as past experiences, mood, fear; anxiety;
- iii. There is much ambiguity regarding how to define perceived behavioural control and this creates measurement problems;
- iv. It assumes that behaviour is the result of a linear decision-making process, and does not consider that behaviour can change over time;

- v. The theory assumes that human beings are rational and make systematic decisions based on available information. Unconscious motives are not considered; and
- vi. While it considers normative influences, it does not consider the environmental and economic factors that may influence an individual's intention to perform a behaviour.

For the reasons listed above the Theory of Planned Behaviour was also deemed not appropriate for this research and was not selected.

2.17 The Decomposed Theory of Planned Behaviour (DTPB)

The Theory of Planned Behaviour is broadly adopted by academic researchers to explain an individual's intention and actual behaviour. Taylor and Todd (1995) emphasized that there is a need to decompose attitude from beliefs to better understand the belief structures and behavioural intention. Research has confirmed that the Decomposed Theory of Plan Behaviour (DTPB) has equal or higher predictive power than other intention-behaviour based theories (Taylor and Todd, 1995; Chau and HU, 2001; Shih and Fang, 2004; and C. K Baumeister, 2014). Figure 21 provides an overview of the DTPB.

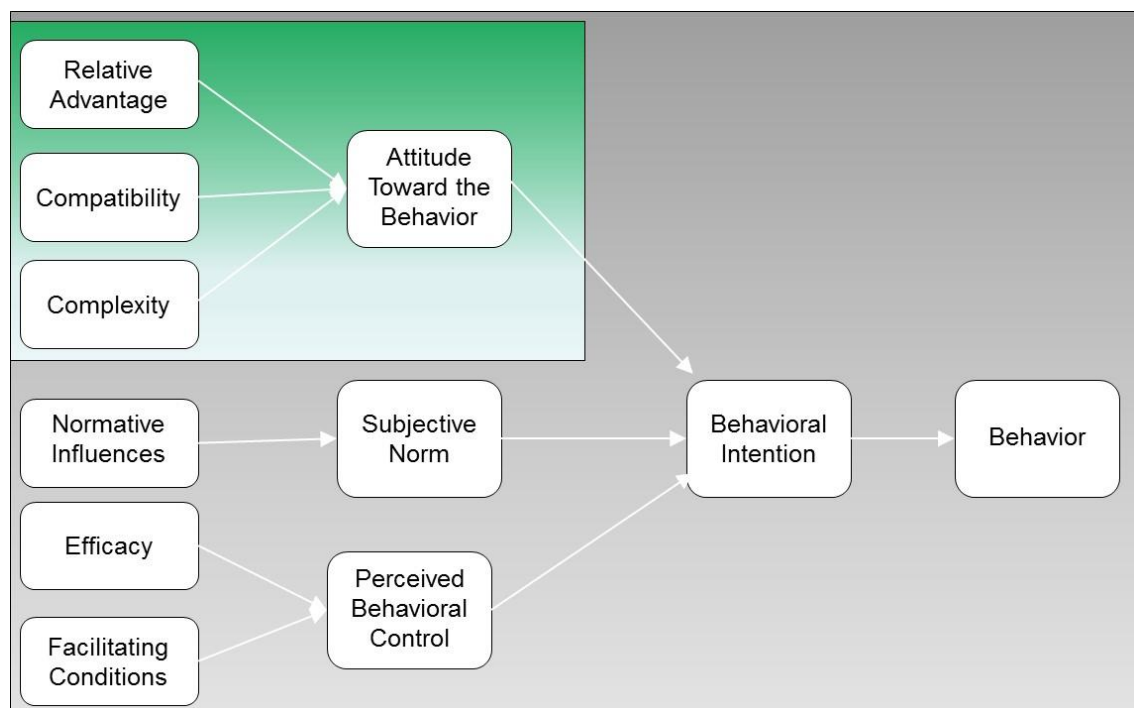


Figure 21 - The Decomposed Theory of Planned Behaviour (Taylor and Todd, 1995)

The Decomposed Theory of Planned Behaviour was advanced by Taylor and Todd in 1995. They developed the theory by breaking down the structure of attitude, subjective norm and perceived behavioural control (Taylor and Todd, 1995). According to the decomposed theory of planned behaviour, behaviour is determined by "intention to use". "Intention to use", in turn, is determined by the attitude toward behaviour, subjective norm and perceived behavioural control. Taylor and Todd (1995) indicated that a better understanding of the relationships between the belief structures and antecedents of intention requires the decomposition of attitudinal beliefs. Taylor & Todd (1995) therefore proposed an alternative version of the theory of planned behaviour where the belief

structures are decomposed into multi-dimensional belief constructs. The decomposition provides a stable set of beliefs, which can be applied across a variety of settings (Taylor & Todd, 1995). These beliefs are typically aggregated into a unidimensional overall construct of attitude in empirical studies (Taylor & Todd, 1995).

The research conducted by C. K. Baumeister (2014) was based on the Taylor & Todd (1995) theory that examined the attitude factors, which influenced the *Access versus Ownership: Consumer's reaction to an alternative consumption mode*. An extended Decomposed Theory of Planned Behaviour was developed that integrates perceptions towards access and ownership as well as the consumer's reaction to an alternative consumption mode, which is similar to the phenomenon investigated in this study. Many researches have successfully applied approaches to decompose attitude into multidimensional constructs (Bagozzi, 1981, 1982; Pavlou & Fygenson, 2006; Shimp & Kavas, 1984). These approaches help academics and managers to understand which underlying relationships between perceptions and attitude are important to predict behaviour (Taylor & Todd, 1995).

Attitude is caused by a set of perceptions. For this study, perceptions are used synonymous with the term belief (Rossiter, 2011). This research focuses upon the de-compositional approach and uses the Decomposed Theory of Planned Behaviour as its' theoretical framework because it intends to explain what causes consumers to prefer the access consumption mode to ownership. This research empirically investigates the perceptions of access across the six different product categories and aims to contribute to the Decomposed Theory of Planned Behaviour from an attitudinal influence on behavioural intentions perspective that better explains the South African consumption mode choice and behaviour concerning perceptions and the overall attitude towards the access consumption mode. This research focuses only on the attitude towards the behaviour and excludes the social influence on the behaviour (subjective norms), and perceived behavioural control in conducting the behaviour. The reasons for their exclusions are explained below:

Subjective Norms: Subjective norms focuses on the influence other people have on a person's attitudes and behaviour. It was excluded from the de-compositional approach used in this study because individuals develop subjective meaning of their experiences

and the objective of this research was to rely as much as possible on only the views of participants of the phenomenon being studied (Creswell, 2014). The aim was to understand and interpret the meanings of the South African participants' experience and views about the shared economy.

Perceived Behavioural Control: Perceived behavioural control is a person's perception of how easy or difficult it would be to carry out the behaviour. It indicates that an individual's motivation is influenced by how difficult the behaviours are perceived to be, as well as the perception of how successfully the individual can or cannot, perform the activity. It was excluded from this study because there is much ambiguity regarding how to define perceived behavioural control and this creates measurement problems.

This research focuses primarily on the Decomposed Theory of Planned Behaviour from an attitudinal influence on behavioural intentions that better explains the individual's consumption mode choice. Attitude is the first determinant of behavioural intentions and is the individual's positive or negative feeling about performing a specific behaviour. The subjective norm and perceived behavioural control are the second and third determinants of behavioural intentions respectively. Additional analysis showed that including the constructs social norm and perceived behavioural control into the model, substantially increases the amount of variance (C.K. Baumeister, 2014). Therefore, for the reasons cited above, the social norm and perceived behavioural control constructs were excluded from this study.

2.17.1 Relevant Perceptions of Access Consumption Mode

The public perception of shared goods has changed substantially in the past few years. While co-owning properties has been widely accepted for a while (e.g., timeshares), the notion of sharing bikes, cars, or even rides on an on-demand basis is just now starting to gain widespread popularity (Boyd & Kietzmann, 2014). The literature review resulted in the identification and selection of four dimensions to which the twenty-three identified perceptions (constructs) were assigned. The four dimensions selected are the monetary perceptions, functional perceptions, experiential perceptions and symbolic perceptions. The classification into these four categories share similarities with categorisations that have been introduced by various researchers to classify aspects of consumer perceived value (Richins, 1994b; Boksberger & Melsen, 2011; and C. K. Baumeister, 2014). These four dimensions were selected and deemed appropriate for this study because of their similarities and wide spread use by various researchers for classifying consumer perceived value.

The perceptions (Independent variables) identified through the literature review was used as a basis to conduct this research. Attitude (Dependent variable) was decomposed into twenty-three perceptions. The perceptions consisted of eighteen existing perceptions and five new perceptions were added (Figure 22). The five new perceptions identified through the literature review are trust, convenience, safety, perceived risk, and curiosity. The trust, convenience, safety and perceived risk perceptions were assigned to the experiential perceptions and the curiosity perception was assigned to the symbolic perception (Figure 22). The twenty-three perceptions, including their definitions are summarised in Table 3.

2.17.1.1 Monetary Perceptions

The monetary perceptions relate to money or financial beliefs. The monetary perceptions were decomposed into three perceptions (constructs), namely total cost of service, predictability of cost and absence of cost perceptions.

P1 - Total cost of service: The consumer's perceptions of how much monetary cost arise during the entire consumption process. The higher the perceived total costs, the less favourable the intention to use the consumption mode (Durgee and O' Connor, 1995; Lamberton and Rose, 2012).

P2 - Predictability of cost: The ease of predicting the accruing amount of costs in advance. The higher the degree of predictability of the total costs, the more favourable the intention to use the consumption mode.

P15 - Absence of cost: The degree to which consumers have the feeling that no costs are incurring during the consumption process. Consumers welcome the freemium models, where there are no costs associated with the use of the consumption mode.

2.17.1.2 Functional Perceptions

The functional perceptions are designed to be practical and useful, rather than attractive. The functional perceptions were decomposed into eight perceptions (constructs), namely transaction effort, pre-and-post usage effort, maintenance effort, storage effort, use limitations, inflexibility, risk of failure, and risk of non-availability perceptions.

P3 - Transaction effort: The one-off time and effort that is necessary to get started in a consumption mode. According to the transaction cost theory, consumers value efficient transaction processes (Williamson, 1998)

P4 - Pre-and post-usage effort: The necessary time and effort that incurs before and after each usage of the good. This includes the search effort, the logistics effort to either receive the good or arrive at the pick-up location (Durgee and O' Connor, 1995; Lamberton and Rose, 2012).

P5 - Maintenance effort: The time and effort associated with cleaning, maintaining and repairing a good (Durgee and O' Connor, 1995).

P6 - Storage effort: The necessary effort that is associated with storing the good between two uses. It depends on the rental period and whether storage is required or not required (Durgee and O' Connor, 1995; Lamberton and Rose, 2012).

P7 - Use limitations: The degree to which consumers feels limited in his or her usage possibilities given a certain consumption mode.

P8 - Inflexibility: The subjective feeling of having limited options by having chosen a certain consumption mode.

P9 - Risk of failure: The perceived probability of a technical failure or partial damage of the product or service during usage. Consumers perceive higher risk of failure where used goods are shared amongst consumers and the condition of the good is poor.

P10 - Risk of non-availability: The perceived risk that the desired good or service is not available at the time when it is required. The risk of non-availability is a key determinant of a consumers sharing intention (Lamberton and Rose, 2012).

2.17.1.3 Experiential Perceptions

The experiential perceptions are based on experience and observation beliefs. The experiential perceptions were decomposed into seven perceptions (constructs), namely trust, convenience, safety, perceived risk, environmental friendliness, need for careful handling and fun while using perceptions.

P11 - Trust: The degree to which a consumer believes in the reliability, truth, or ability of someone or something. Trust affects the attitude positively, which in turn affects customer intentions (McKnight and Chervan, 2001). Trust is important for purchasing or leasing since consumers are vulnerable in several ways (e.g., not receiving the right product, becoming victims of fraud) (Pavlou and Fygenson, 2006). This perception was identified during the literature review and was assigned to the experiential perception dimension. The higher the perceived degree of trust, the more favourable the intention to use the consumption mode.

P12 - Convenience: The fact that something is suitable for your purposes; is easy to use and makes life comfortable. This perception was identified during the literature review and was assigned to the experiential perception dimension. The higher the convenience factor, the more favourable the intention to use the consumption mode.

P13 - Safety: The condition of being protected from or unlikely to cause danger, risk, or injury. This perception was identified during the literature review and was assigned to the experiential perception dimension. The higher the perceived degree of safety, the more favourable the intention to use the consumption mode.

P14 - Perceived risk: The consumer's level of uncertainty regarding the outcome of a decision, depending upon whether the purchase he/ she is making will be worth it or not. This perception was identified during the literature review and was assigned to the experiential perception dimension.

P16 - Environmental friendliness: The degree to which consuming via access or ownership is considered to cause little harm on the environment.

P17 - Need for careful handling: The perceived degree to which a consumer feels to be required to make sure that he or she is handling the good with care.

P18 - Fun while using: The extent of hedonic feelings that consumers experience while they are using a certain consumption mode. In the case of access, it is mainly the product variety that causes a lot of pleasure (Durgee and O' Connor, 1995).

2.17.1.4 Symbolic Perceptions

The symbolic perceptions serve as a representation or is something that has a greater meaning because of what it represents. The symbolic perceptions were decomposed into five perceptions (constructs), namely being part of a community, signalling one's personality, personal attachment, impressing other, and curiosity perceptions.

P19 - Being part of a community: The subjective feeling of belonging to a community when choosing a certain consumption mode.

P20 - Signalling one's personality: The degree to which using a product via access or ownership is believed to signal one's personal values, beliefs, attitude, interest, and capabilities.

P21 - Personal attachment: The perceived degree of psychological closeness to the specific good that is being used in a given consumption mode. In the case of access, consumers do not identify themselves with product, and form a distant relationship to them (Durgee and O' Connor, 1995).

P22 - Impressing other: The degree to which a consumer believes that it makes a good impression on others when he or she uses a certain consumption mode. It might be the latest trend, exclusive, or very expensive.

P23 - Curiosity: The degree to which a consumer feels a strong desire to know or learn something that is interesting. This perception was identified during the literature review and was assigned to the symbolic perception dimension. The more intrigued a consumer is, the greater the intention to consume the service or use the products.

Table 3 - Identified Perceptions of Consumption Modes and their Definitions Adapted

Dimension	P	Perception	Definition
Monetary perceptions	P1	Total Cost of Service	The consumer's perceptions of how much monetary cost arise during the entire consumption process.
	P2	Predictability of Cost	The ease of predicting the accruing amount of costs in advance.
	P15	Absence of costs	The degree to which consumers have the feeling that no costs are incurring during the consumption process.
Functional perceptions	P3	Transaction effort	The one-off time and effort that is necessary to get started in a consumption mode.
	P4	Pre-and post-usage effort	The necessary time and effort that incurs before and after each usage of the good.
	P5	Maintenance effort	The time and effort associated with cleaning, maintaining and repairing a good.
	P6	Storage effort	The necessary effort that is associated with storing the good between two uses.
	P7	Use limitations	The degree to which consumer feels limited in his or her usage possibilities given a certain consumption mode.
	P8	Inflexibility	The subjective feeling of having limited options by having chosen a certain consumption mode.
	P9	Risk of failure	The perceived probability of a technical failure or partial damage of the product or service during usage.
	P10	Risk of non-availability	The perceived risk that the desired good or service is not available at the time when it is required.
Experiential perceptions	P11	Trust	The degree to which a consumer believes in the reliability, truth, or ability of someone or something.
	P12	Convenience	The fact that something is suitable for your purposes; is easy to use and makes life comfortable.
	P13	Safety	The condition of being protected from or unlikely to cause danger, risk, or injury.
	P14	Perceived risk	The consumer's level of uncertainty regarding the outcome of a decision, depending upon whether the purchase he/ she is making will be worth it or not.
	P16	Environmental friendliness	The degree to which consuming via access or ownership is considered to cause little harm on the environment.
	P17	Need for careful handling	The perceived degree to which a consumer feels to be required to make sure that he or she is handling the good with care.
	P18	Fun while using	The extent of hedonic feelings that consumers experience while they are using a certain consumption mode.
Symbolic perceptions	P19	Being part of a community	The subjective feeling of belonging to a community when choosing a certain consumption mode
	P20	Signalling one personality	The degree to which using a product via access or ownership is believed to signal one's personal values, beliefs, attitude, interest, and capabilities.
	P21	Personal attachment	The perceived degree of psychological closeness to the specific good that is being used in a given consumption mode.
	P22	Impressing other	The degree to which a consumer believes that it makes a good impression on others when he or she uses a certain consumption mode.
	P23	Curiosity	The degree to which a consumer feels a strong desire to know or learn something that is interesting.

2.17.2 Model of Construct of Attitude towards Access Consumption

A formative measurement model was constructed for linking the perceptions to the attitude towards the access consumption mode in SA. For this study, the construct attitude (dependent variable), is caused by several indicators which are conceptualised as perceptions (Independent variables). The model explains behavioural intentions and behaviour by means of the attitude towards the behaviour. The conceptual DTPB model is presented in Figure 22. The attitude towards the behaviour is decomposed into four dimensions to which the twenty-three perceptions (constructs) are assigned. The four dimensions, namely monetary, functional, experiential, and symbolic perceptions are illustrated by the orange blocks. The twenty-three perceptions are illustrated by the blue and grey blocks. The eighteen existing perceptions are illustrated in grey, and the five new perceptions are illustrated in blue. The pairwise comparison method was used to calculate the relative weight (see A in Fig 22) of the twenty-three perceptions, which was then used to rank the perceptions to determine their degree of importance. The ranking of the perceptions was conducted based on the respective weighting of the perception. The higher the weighting of the perception, the greater the degree of importance of the perception towards the access consumption mode. The lower the weighting of the perception, the less significant the perception. The total weight of all perceptions equals one. The weighted average of the results was 0.0435, and it was used as a guide to determine the high, moderate, and low thresholds. The high and low threshold is based on an interval of 10% on both sides of the mean. The thresholds are:

 High (> 0.0479) - Degree of importance indicated by the green arrow (Figure 22)

 Moderate (≥ 0.0391 but ≤ 0.0479) - Indicated by the orange arrow

 Low (< 0.0391) – Indicated by the red arrow

Attitude towards the Behaviour = sum (Monetary + Functional + Experiential + Symbolic) = 1

The path coefficient is illustrated by B (Fig. 22). The path coefficients of the dimensions are:

- Monetary perceptions = sum (P1 + P2 + P15)
- Functional perceptions = sum (P3 + P4 + P5 + P6 + P7 + P8 + P9 + P10)
- Experiential perceptions = sum (P11 + P12 + P13 + P14 + P16 + P17 + P18)
- Symbolic perceptions = sum (P19 + P20 + P21 + P22 + P23)

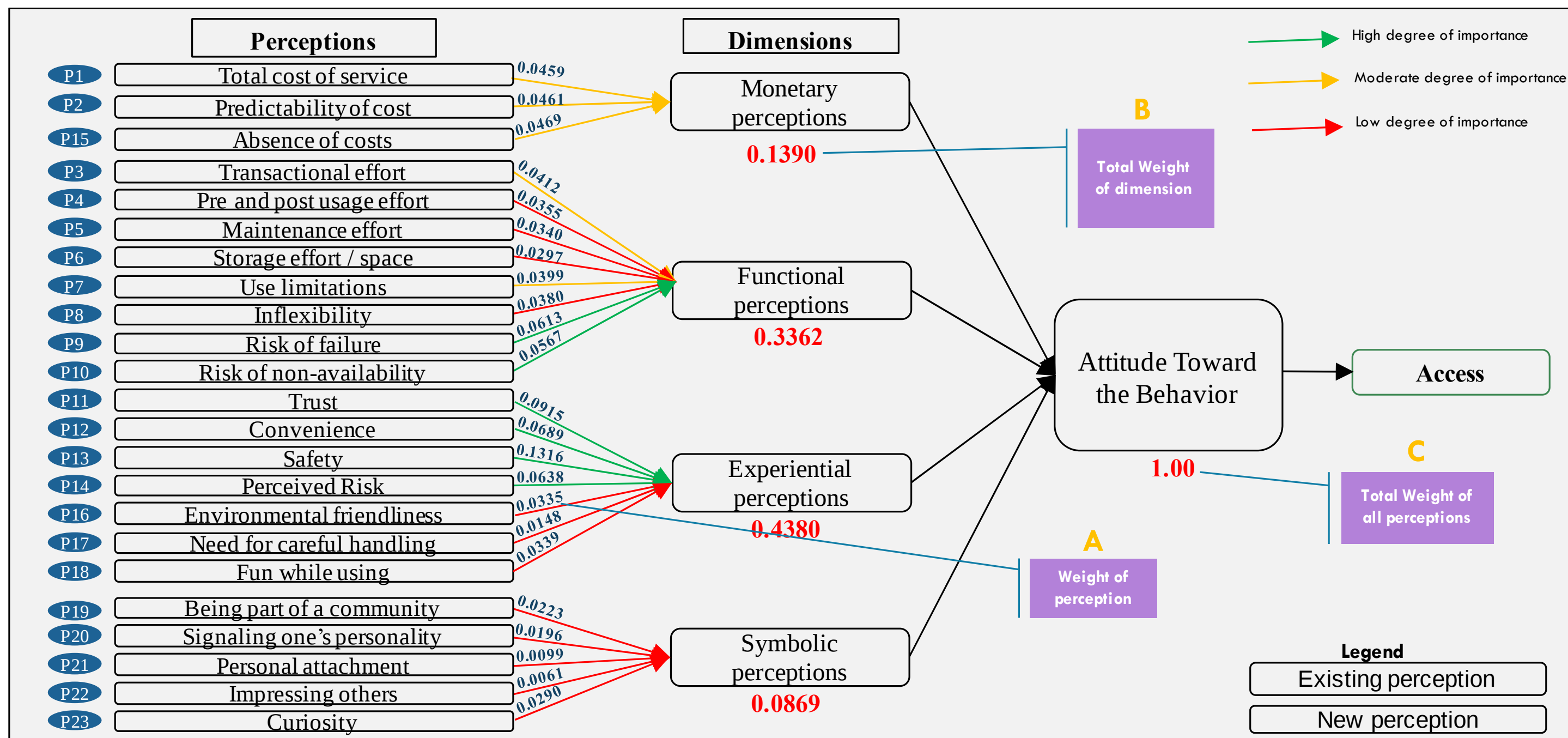


Figure 22 – Conceptual DTPB Model of Construct of Attitude towards the Access Consumption Mode

2.18 The Research Questions

This section focuses on the research questions. The research questions emanate from the research objectives, which seeks to evaluate the shift from ownership to access in South Africa, the shared economy.

Research Objective 1	Research Question 1 (RQ 1)
To investigate how consumers, perceive the different consumption modes, namely access and ownership in South Africa; and Determine the key drivers influencing the access consumption mode.	1a) How do South African consumers perceive the different consumption modes, namely access and ownership? 1b) What are the key drivers influencing the South African consumers to prefer the access consumption mode to ownership?

Research Objective 2	Research Question 2 (RQ 2)
Identify the perceptions that determine the attitude towards the access consumption mode, and determine which perceptions and dimensions are the most important.	2a) What are the perceptions that determine the attitude towards the access consumption mode? 2b) Which perceptions and dimensions are the most important?

Research Objective 3	Research Question 3 (RQ 3)
Distinguish if these perceptions differ across the selected product categories, namely car, accommodation, book, music, media, & bike.	3) Do these perceptions differ across the six product categories namely car, accommodation, book, music, media, and bike?

Research Objective 4	Research Question 4 (RQ 4)
Establish how the perceptions of the South African consumers with and without actual access consumption experience differ.	4) How do the perceptions of the South African consumers with and without actual access consumption experience differ?

2.19 The Consistency Matrix

The consistency matrix is used to align the main research objective, research objectives and research questions with the data analysis method.

Research Objective 1	Research Question 1 (RQ 1)	Data Source	Data Collection Questions
To investigate how consumers, perceive the different consumption modes, namely access and ownership in South Africa; and Determine the key drivers influencing the access consumption mode.	1a) How do South African consumers perceive the different consumption modes, namely access and ownership? 1b) What are the key drivers influencing the South African consumers to prefer the access consumption mode to ownership?	Semi-structured interview	Questions B1, B2, B6, B7, B8, B9, C6, D1, D7, E1, E7, F1, F2, F7, G1, G2, G7, H1, H2, H7, C1, C2, C3, C6, D2, D4, D7, E2, E4, F4, G4, H4;
Research Objective 2	Research Question 2 (RQ 2)	Data Source	Data Collection Questions
Identify the perceptions that determine the attitude towards the access consumption mode, and determine which perceptions and dimensions are the most important.	2a) What are the perceptions that determine the attitude towards the access consumption mode? 2b) Which perceptions and dimensions are the most important?	Semi-structured interview	Questions B4, C4, D5, E5, F5, G5, H5; I1, I2, I3, I4, I5, I6, I7
Research Objective 3	Research Question 3 (RQ 3)	Data Source	Data Collection Questions
Distinguish if these perceptions differ across the selected product categories, namely car, accommodation, book, music, media, & bike.	3) Do these perceptions differ across the six product categories namely car, accommodation, book, music, media, and bike?	Semi-structured interview	Questions I1, I2, I3, I4, I5, I6, I7
Research Objective 4	Research Question 4 (RQ 4)	Data Source	Data Collection Questions
Establish how the perceptions of the South African consumers with and without actual access consumption experience differ.	4) How do the perceptions of the South African consumers with and without actual access consumption experience differ?	Semi-structured interview	Question B1

2.20 Conclusion of the Literature Review

The literature reviewed in this section speaks to the need for further investigation regarding the sharing economy. This section covered the literature review on the shared economy including the analysis and selection of the theoretical framework. The Decomposed Theory of Planned Behaviour (DTPB) was selected as the theoretical framework. The research objectives and research questions were also defined.

The four dimensions and twenty-three perceptions introduced will serve as a foundational construct as part of my conceptual framework which is presented in Chapter 3.

CHAPTER 3: CONCEPTUAL RESEARCH FRAMEWORK

3.1 The Introduction

This chapter describes the conceptual research framework. The conceptual research framework was used as a guide to frame the research and achieve the objectives of this research study. Figure 23 depicts the conceptual framework proposed for the study.

3.2 The Conceptual Research Framework

The proposed conceptual research framework illustrates a general overview of the sharing economy as well as the possible causal factors and drivers. The conceptual research framework (Figure 23) provides a graphical representation of the shared economy studied and the relationship between the access consumption mode in South Africa, the key drivers influencing the access consumption mode, the degree of importance of the consumer perceptions and dimensions towards the access consumption mode, the consumers access behaviour, similarities and differences in perceptions across the six product categories, and the consumers perception of the access consumption mode with access experience and without access experience. The research focused on the choice of consumption modes namely, access and ownership, and the shift in consumer behaviour from ownership to access. Based on prior research and theories, the Decomposed Theory of Planned Behaviour (Taylor and Todd, 1995) was selected as the theoretical framework to evaluate this study. The conceptual research framework was divided into five focus areas integrating the research questions (RQ):

Ownership to Access Consumption Mode

Shared economy, collaborative consumption, access economy, peer-to-peer economy are used synonymously in this study. In the access consumption mode, people consume goods or services organised around access to assets that are owned by someone else (Durgee & O' Connor, 1995). In the ownership consumption mode, people consume goods or services that is fully owned by the person consuming the goods or services (Chen, 2009). The objective of this research is to understand the South African consumer attitude towards the access consumption mode and the perceptions, dimensions, and drivers influencing them, and determine if access consumption is an alternative to ownership.

RQ 1 - Attitude and Perception towards Consumption Modes and Key Drivers

To understand how the South African consumer's, perceive the different consumption modes, namely access, and ownership in South Africa; and determine the key drivers influencing the access consumption mode.

RQ 2 - Perceptions towards Access Consumption Mode and Degree of Importance

Identify the perceptions that determine the attitude towards the access consumption mode, and determine which perceptions and dimensions are the most important.

RQ 3 - Comparison of Perceptions across Product Categories

Distinguish if these perceptions differ across the selected product categories, namely car, accommodation, book, music, media, & bike.

RQ 4 - Contrasting Perception of Consumers with Access Experience and without Access Experience

Establish how the perceptions of the South African consumers with and without actual access consumption experience differ.

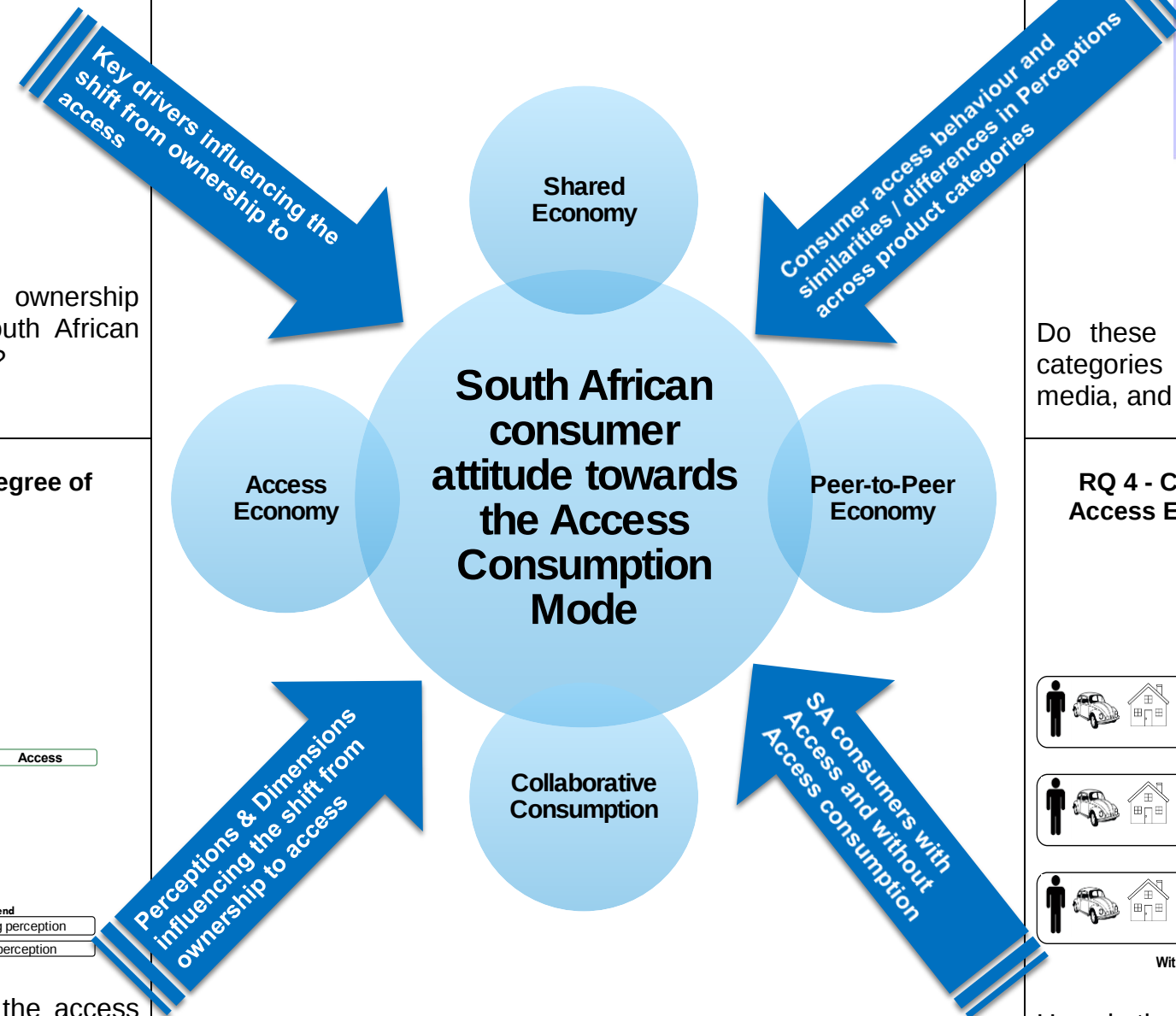
The Shift from Ownership to Access in South Africa: The Shared Economy

RQ 1 - Attitude and Perception towards Consumption Modes and Key Drivers

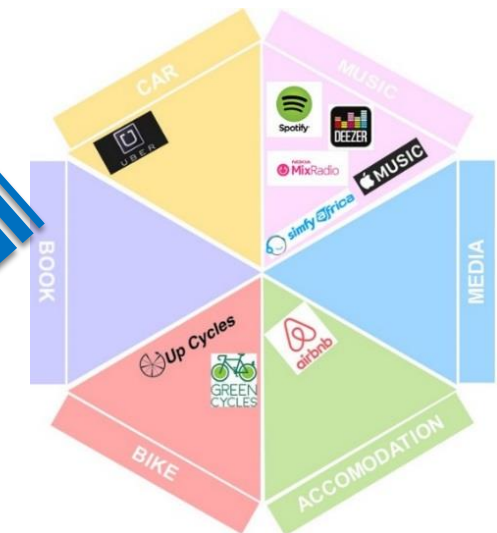


How do South African consumers perceive the access and ownership consumption modes? What are the key drivers influencing South African consumers to prefer the access consumption mode to ownership?

Ownership to Access Consumption Mode Phenomenon

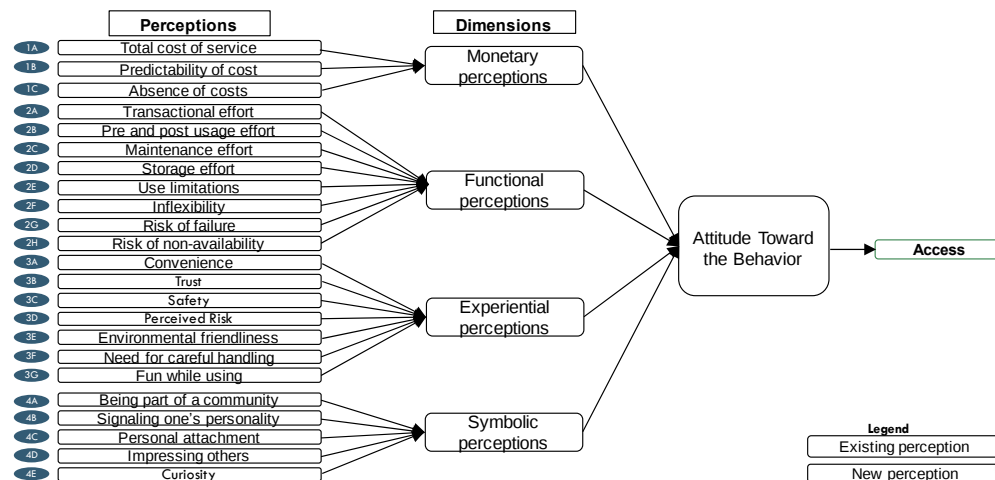


RQ 3 - Comparison of Perceptions across Product Categories



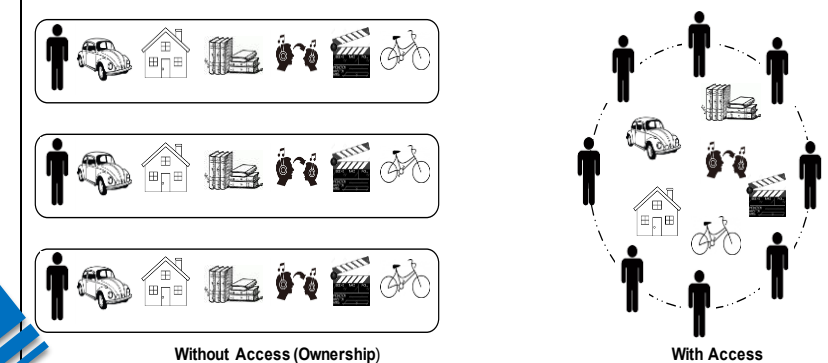
Do these perceptions differ across the six product categories namely car, accommodation, book, music, media, and bike?

RQ 2 - Perceptions towards Access Consumption Mode and Degree of Importance



What are the perceptions that determine the attitude towards the access consumption mode? Which perceptions and dimensions are the most important?

RQ 4 - Contrasting Perception of Consumers with Access Experience and without Access Experience



How do the perceptions of the South African consumers with and without actual access consumption experience differ?

Figure 23 - The Conceptual Research Framework

3.3 The Conclusion

Chapter 3 focuses on the conceptual research. The conceptual research framework explains the relationship between the concepts and variables and was used as a guide to frame the research and achieve the objectives of the research.

The next chapter focuses on the research methodology, which describes the methodology adopted to address the research problem.

CHAPTER 4: RESEARCH METHODOLOGY

4.1 Introduction

The main objective of this study was to investigate how consumers perceive the different consumption modes, namely access and ownership in SA focusing specifically on the key perceptions and drivers influencing the attitude of consumers towards the access based consumption. This chapter focuses on the research methodology, data collection, sample choice, and data analysis methods.

4.2 Methodology

All researchers bring a paradigm to their research and this influences the design and how the research is conducted. This research aims to explore how consumers perceive the different consumption modes, namely access and ownership in South Africa and determine if access is the preferred alternative to ownership. The objective is to determine the attitudes of South African consumers towards the access consumption mode in each product category. The main research paradigms in the philosophy of science are interpretivism, positivism, realism, and pragmatism.

Interpretivism was selected as the most appropriate paradigm for this research as an approach to qualitative research. Interpretivist believe that individuals seek understanding of the world in which they live and work. Individuals develop subjective meaning of their experiences (Creswell, 2014). The objective of the researcher is to rely as much as possible on the views of multiple participants of the phenomenon or situation being studied (Creswell, 2014). The key challenge is to enter the social world of the research subjects and understand their world from their point of view. Some would argue that an interpretivist perspective is highly appropriate in the case of business and management research, especially in such fields as organisational behaviour, marketing and human resource management (Saunders et al, 2007). The aim of this research is to understand and interpret the meanings of the participants' experience and views about the phenomenon, collaborative consumption and the shared economy in SA. The interpretivism paradigm was selected as the preferred research philosophy because it holds the view that it is best understood from the point of view of the individuals who are directly involved in the

phenomenon and the aim of this research is to rely as much as possible on the views of multiple participants. Interpretivist hold the view that the “world is relativistic and can only be understood from the point of view of the individuals who are directly involved in the activities which are to be researched (Burrell and Morgan, 1979). The researcher thus generated a general explanation (a theory) of a process, action or interaction shaped by the views of a number of participants (Creswell, 2007).

A mixed research methodology was chosen for the study. A mixed methodology involves combining or integrating qualitative and quantitative research and data in a research study (Creswell, 2014). The researcher applied a mixed method approach by first conducting a qualitative study using an interview approach. The qualitative approach of the study design allowed for the data to be collected from individuals and for the theory development to be generated or grounded in data from participants who have experienced the phenomenon (Creswell, 2007). A quantitative analysis was then conducted on the qualitative data gathered from the interviews to determine what influences South African consumers to develop a favourable or unfavourable attitude towards a consumption mode. The qualitative data was collected through interview with a diverse group of people from SA. The mixed method provided a more balanced approach to analysing the data.

4.2.1 Qualitative Method

Qualitative research is the investigation of phenomena, typically in an in-depth and holistic manner, through the collection of rich narrative materials using a flexible research design. The use of the qualitative method provided a more holistic and insightful understanding of the access and ownership consumption modes. Qualitative research is concerned with developing explanations of social phenomena therefore it was used in this study to explore the experiences, meanings, perceptions, and feelings of the 42 South African participants (Kumar, 2011). It understood why people behave in the way that they do, how attitudes and behaviours are moulded, and understood how individuals are impacted by the sharing phenomena occurring around them. It was used to investigate the perceptions, experiences, histories, and interpretation of the sharing economy. In-depth interviews were conducted to determine the perceptions that influenced the South African participants to prefer the access consumption mode to ownership. The interviews helped identify the various factors influencing the attitudes and behaviours of the 42 participants.

4.2.2 Quantitative Method

Quantitative research is most useful when answering questions pertaining to who, where, how much, how many, and what is the relationship between specific variables (Adler, 1996). This study focuses on the why, what, and the ranking of the importance of the perceptions associated with the participants experience with the collaborative consumption modes, namely ownership and access and the shared economy in South Africa. A quantitative analysis was applied to the qualitative data gathered from the interviews. The quantitative method was used to rank the perceptions and determine the most important perceptions across the six different product categories. The pairwise comparison technique was used to model the data and determine the degree of importance of the perceptions across the six different product categories.

4.3 Description of the Research Setting

According to Saunders et al (2009), sampling is an important aspect of research. The population includes all the elements that meet certain criteria for inclusion in a study (Burns and Grove, 2003; Saunders et al, 2009). Sampling was guided by the objective to obtain a heterogeneous sample that varied in, age, gender, ethnic group, location, education level, employment status, industry type and experience with access consumption. The target population was South African citizens, residing in the 3 major urban provinces in South Africa, over the age of 18, with and without access consumption mode experience. Access was convenient to this specific target population based on the researcher's experience, network, and accessibility to the 3 major urban provinces.

South Africa has nine provinces and the 3 major urban provinces are Gauteng, Western Cape, and KwaZulu-Natal. Approximately 62% of SA's total population live in urban areas, while the remaining 38% live in rural areas. More than half of SA's population (approximately 54.7%) reside within the 3 major provinces, namely Gauteng, Western Cape, and KwaZulu-Natal, therefore these provinces were selected for this study. The actual selection process in determining the total sample population eligible to participate in the interviews was guided by the guidelines of the interpretive research paradigm and inclusion criteria. The inclusion criteria for this study was South African citizens, currently living in SA, residing in the 3 major urban provinces, namely Gauteng, Western Cape, and KwaZulu-

Natal, have access consumption mode experience, have no access consumption mode experience, represent the male and female gender, represent the ethnic groups of SA (Black, Coloured, Indian and White), representing the 5 age categories over 18, varying income levels represented by the 8 income categories, representing the different academic levels and employment statuses, working within the 3 different industry types and with different household size. The participants were also selected from diverse companies and across 3 different industry types. The sample also included students studying full-time at a university.

Purposive sampling, which is a non-probability sampling method, was used for the identification and selection of the participants for this study. In purposive sampling, the researcher judges as to who can provide the best information to achieve the objectives of the study (Kumar, 2011). The researcher determined the most typical characteristics of the participants to be included in the sample. The inclusion criteria, based on the judgment of the researcher, was created. Only criteria specific participants were included in the sample (Botma et al, 2010). It also involved selecting research participants according to the needs of the study (Glaser and Strauss; Morse, 1991) in that the researcher chose participants who gave a richness of information that was suitable for detailed research.

In this study, only the participants that met the inclusion criteria listed above were included in the study. Exclusion criteria were also created to identify participants, who were excluded from participating in this study. This excluded participants below the age of 18 years, participants who were not South African citizens, participants who were unwilling to participate in the study or unavailable, and participants who resided outside of the borders of South Africa.

The researcher deliberately selected participants with and without access consumption mode experience who have participated in the sharing economy. The 42 participants reflected the demographic profile of the South African population and included people from various race groups, including African, Coloured, Indian, and White. It included a combination of male and female participants, participants with different educational levels; and participants with varying income levels. Specifically, readily available participants who met the criteria were selected to participate.

Qualitative analyses typically require a smaller sample size than quantitative analyses. Qualitative sample size should be large enough to obtain feedback for most or all perceptions (Creswell, 1998). Obtaining most or all of the perceptions will lead to the attainment of saturation, which occurs when adding more participants to the study does not result in additional perspectives or information (Creswell, 1998). The interpretative analysis is conducted on small sample sizes (Smith and Osborn, 2007). This study is based on the Interpretative analysis. Other guidelines for sample size for qualitative research have also been recommended. For an ethnography, Morse (1994) suggests approximately 30 to 50 participants. For grounded theory, Morse (1994) has suggested 30 to 50 interviews, while Creswell (1998) suggests only 20 to 30. And for phenomenological studies, Creswell (1998) recommends 5 to 25 and Morse (1994) suggests at least 6. According to Creswell (1998), a minimum sample size of between 12 to 18 participants or interviews are required for conducting studies using the interpretive research paradigm. There are no specific rules when determining an appropriate sample size in qualitative research. Qualitative sample size may best be determined by the time allotted, resources available, and study objectives (Patton, 1990).

A sample of 42 South Africans participated in the in-depth interview process. The sample was drawn from the South African population living in the 3 major urban provinces, namely Gauteng, Western Cape and KwaZulu-Natal. The total number of participants interviewed for this study was based on the guidelines of the interpretive research paradigm. With an increasing number of interviews, the amount of new information per interview decreased until a level of saturation was reached after interviewing approximately 28 participants. Saturation occurs when adding more participants to the study does not result in additional perspectives or information (Creswell, 1998). Therefore, a sample size of 42 participants and 42 interviews is considered adequate for this study.

The detailed demographics and profile of the 42 South Africans selected to participate in the interviews are listed in Table 4 and 5 respectively. The majority of the participants were Blacks (71%) as classified by the SA Broad-Based Black Economic Empowerment Act. 22 of the participants were female (52%) and 20 were male (48%). The participants' age ranged from 18 to 60+. Majority of the participants were between the 26 – 35 age group (38%), followed by the 36 – 45 age group (26%).

33 of the participants were from Gauteng (78.6%). 36 of the participants were employed (86%), 2 were students and 1 was a retiree. 40 participants have already engaged in the sharing economy and have access consumption mode experience.

The ethnic profile of the 42 participants comprised 15 Africans, 12 Whites, 10 Indians, and 5 Coloured. The participants were highly educated with approximately 69% having a post-graduate degree. The majority, the total number of 28, was employed in a non-sharing industry type, 9 in a semi-sharing industry type and 2 in an industry focusing on the sharing economy. The majority, the total number of 21, earned an income more than R 1 million, 9 below R351k, and 12 above R351k but below R 1 million.

Table 4 – Demographics of Participants (N=42)

Characteristics	Attribute	Number	Percentage
Gender	Male	20	48
	Female	22	52
Ethnic Group	African (A)	15	36
	Coloured (C)	5	12
	Indian (I)	10	24
	Whites (W)	12	28
Ethnic Group (BBBEE)	Black (B)	30	71
	White (W)	12	29
Age Category (years)	18 – 25	4	10
	26 – 35	16	38
	36 – 45	11	26
	46 – 59	10	24
	60 +	1	2
Location – Province	Gauteng	33	78.6
	Western Cape	6	14
	KwaZulu-Natal	3	7.1
Academic Levels	Matric	3	7
	Diploma	4	10
	Degree	6	14
	Postgraduate Degree	29	69
Size of Household	1	10	24
	2	11	26
	3	8	19
	4	8	19
	4 +	5	12
Employment Status	Employed	36	86
	Self-employed	3	7
	Not employed	2	5
	Retired	1	2
Income Category	R0 k	3	7
	< R 150k	3	7
	R151k - R250k	2	5
	R251k - R350k	1	2
	R351k - R500k	5	12
	R501k - R750k	2	5
	R751k - R 1 mil	5	12
	R 1 mil +	21	50
Industry Type	Sharing	2	5
	Semi-Sharing	9	21
	Non-Sharing	28	67
	N / A	3	7
Ownership - Product category	Yes	42	100
	No	0	0
Access Consumption Experience	Yes	42	95
	No	2	5
Participant Customer Group	Non-Sharers	1	2.4
	Re-Sharers	1	2.4
	Neo-Sharers	40	95

Table 5 – Profile of the Participants (N=42)

P#	Industry Type	Gender	Ethnic Group	Age Category	Academic Level	Size of Household	Income Category	Location (Province)	Customer Group
1	Non - Sharing	Female	White	46 - 59	Postgraduate degree	1	R751k - R 1 mil	Gauteng	Neo-Sharers
2	Non - Sharing	Male	Indian	46 - 59	Diploma	1	R 1 mil +	Gauteng	Neo-Sharers
3	Non - Sharing	Female	Indian	46 - 59	Postgraduate degree	2	R 1 mil +	Gauteng	Neo-Sharers
4	Non - Sharing	Female	Black	18 - 25	Postgraduate degree	4	< R 150k	Gauteng	Neo-Sharers
5	Non - Sharing	Female	Black	26 - 35	Diploma	3	R351k - R500k	Gauteng	Neo-Sharers
6	Non - Sharing	Female	Coloured	46 - 59	Postgraduate degree	2	R 1 mil +	Gauteng	Neo-Sharers
7	Semi-Sharing	Male	Coloured	36 - 45	Postgraduate degree	2	R 1 mil +	Gauteng	Neo-Sharers
8	Semi-Sharing	Male	Indian	26 - 35	Postgraduate degree	2	R751k - R 1 mil	Gauteng	Neo-Sharers
9	Semi-Sharing	Female	Coloured	46 - 59	Postgraduate degree	1	R 1 mil +	Gauteng	Neo-Sharers
10	Non - Sharing	Male	Indian	26 - 35	Diploma	4+	R 1 mil +	Gauteng	Neo-Sharers
11	Semi-Sharing	Male	White	36 - 45	Postgraduate degree	2	R 1 mil +	Gauteng	Neo-Sharers
12	Non - Sharing	Male	White	26 - 35	Postgraduate degree	4+	R 1 mil +	Gauteng	Neo-Sharers
13	Non - Sharing	Male	White	36 - 45	Degree	3	R 1 mil +	Gauteng	Neo-Sharers
14	Non - Sharing	Female	Black	36 - 45	Postgraduate degree	4+	R501k - R750k	Gauteng	Neo-Sharers
15	Semi-Sharing	Female	Indian	36 - 45	Postgraduate degree	4	R 1 mil +	Gauteng	Neo-Sharers
16	Semi-Sharing	Male	White	46 - 59	Postgraduate degree	4	R 1 mil +	Gauteng	Neo-Sharers
17	Non - Sharing	Female	White	46 - 59	Postgraduate degree	1	R 1 mil +	KwaZulu Natal	Neo-Sharers
18	Non - Sharing	Female	Black	18 - 25	Degree	1	< R 150k	Gauteng	Neo-Sharers
19	Non - Sharing	Male	Black	26 - 35	Degree	1	R351k - R500k	Gauteng	Neo-Sharers
20	Semi-Sharing	Male	White	36 - 45	Postgraduate degree	2	R 1 mil +	Western Cape	Neo-Sharers
21	Non - Sharing	Female	White	46 - 59	Postgraduate degree	3	R 1 mil +	Gauteng	Neo-Sharers
22	Non - Sharing	Female	Coloured	36 - 45	Postgraduate degree	3	R 1 mil +	Gauteng	Neo-Sharers
23	Non - Sharing	Female	Black	26 - 35	Degree	1	R351k - R500k	Gauteng	Neo-Sharers
24	Non - Sharing	Male	Black	26 - 35	Degree	3	R751k - R 1 mil	Gauteng	Neo-Sharers
25	Non - Sharing	Male	Black	26 - 35	Postgraduate degree	2	R 1 mil +	Gauteng	Neo-Sharers
26	Non - Sharing	Male	Black	26 - 35	Postgraduate degree	1	R351k - R500k	Gauteng	Neo-Sharers
27	Non - Sharing	Female	Black	26 - 35	Postgraduate degree	1	R751k - R 1 mil	Gauteng	Neo-Sharers

P#	Industry Type	Gender	Ethnic Group	Age Category	Academic Level	Size of Household	Income Category	Location (Province)	Customer Group
28	Non - Sharing	Female	Indian	36 - 45	Postgraduate degree	2	R 1 mil +	Gauteng	Neo-Sharers
29	Non - Sharing	Male	Indian	36 - 45	Postgraduate degree	4	R 1 mil +	Gauteng	Neo-Sharers
30	Semi-Sharing	Male	White	46 - 59	Postgraduate degree	4	R 1 mil +	Western Cape	Neo-Sharers
31	Semi-Sharing	Male	Coloured	36 - 45	Postgraduate degree	3	R751k - R 1 mil	Western Cape	Neo-Sharers
32	Non - Sharing	Male	Black	46 - 59	Postgraduate degree	4	R 1 mil +	Gauteng	Neo-Sharers
33	Non - Sharing	Male	Indian	36 - 45	Postgraduate degree	4	R 1 mil +	KwaZulu Natal	Neo-Sharers
34	Non - Sharing	Female	White	26 - 35	Postgraduate degree	2	R151k - R250k	Gauteng	Neo-Sharers
35	Sharing	Female	White	26 - 35	Postgraduate degree	2	R501k - R750k	Western Cape	Neo-Sharers
36	Non - Sharing	Female	Indian	60 + years	Matric	2	R 0k	Gauteng	Non-Sharers
37	Non - Sharing	Female	Indian	26 - 35	Degree	4	< R 150k	KwaZulu Natal	Re-Sharers
38	Non - Sharing	Female	Black	26 - 35	Diploma	3	R151k - R250k	Gauteng	Neo-Sharers
39	Sharing	Female	Black	26 - 35	Postgraduate degree	3	R351k - R500k	Western Cape	Neo-Sharers
40	Non - Sharing	Female	White	26 - 35	Postgraduate degree	1	R251k - R350k	Western Cape	Neo-Sharers
41	N/A	Male	Black	18 - 25	Matric	4+	R 0k	Gauteng	Neo-Sharers
42	N/A	Male	Black	18 - 25	Matric	4+	R 0k	Gauteng	Neo-Sharers

4.4 Data Collection

The data collection method is a very important phase in the methodology because the method and tools used to collect the data and the way the research is conducted are the factors upon which the research data stands (Saunders et al, 2009). The primary data was collected through in-depth interviews. In-depth interview was used to elicit behaviours of individual participants and was an attempt to understand the world from the participant's experience and point of view (Botma et al, 2010). Smith and Osborn (2003) describe semi-structured interviews as the exemplary method for conducting an interpretative analysis.

The objective of the interviews was to understand as much as possible about how the SA consumers perceived the sharing economy, what were the key drivers influencing their decisions, and what they perceived to be the most important perceptions influencing access consumption in SA. The interviews were semi-structured and based on an interview guideline. The semi-structured interviews were selected as the appropriate method for data collection for this study as it was well suited for the exploration of attitudes, perceptions, and opinions of participants regarding complex and sometimes-sensitive issues, and it allowed the probing for more information and clarification of the responses provided by the participants (Barriball and While, 1994). There were many advantages for selecting individual, face-to-face interviews as the method for data collection:

- I. had the potential to overcome the poor response rates of a questionnaire survey (Austin, 1981);
- II. well suited to the exploration of attitudes, values, beliefs and motives (Richardson et al. 1965; Smith, 1975);
- III. provided the opportunity to evaluate the validity of the respondent's answers by observing non-verbal indicators, which is particularly useful when discussing sensitive issues (Gordon 1975); and
- IV. facilitated the comparability by ensuring that each respondent answered all questions (Bailey, 1987).

A semi-structured interview guide was designed and developed for the in-depth interview process (Appendix D). The interview guide was designed in an integrated manner to be able to collect the information and data from the participant's point of view. The interview guide was used to conduct the one-on-one interviews with the participants and helped

maintain consistency (Botma et al, 2010). The interviews covered a broad spectrum of product categories, namely car, accommodation, book, music, media, and bike sharing.

The Letter to the Participant (Appendix B) and the Letter of Consent (Appendix C) were created to facilitate the interviews. The researcher contacted the participants telephonically to make appointments. The appointments were confirmed via emails and diarised. To ensure privacy and confidentiality the researcher conducted the interviews at the participant's offices or the researcher's office at a time agreed on by the participants. Prior to the commencement of the interviews, the researcher explained the contents of the consent form to each participant and thereafter commenced with the semi-structured interview in English.

The first participant was used as a pilot interview to assist with the tuning of the interview questions. The interview lasted 2 hours and 35 minutes. The interview notes were analysed with the aim of reviewing and adapting the questions of the semi-structured interview guide and the interview technique applied. After the pilot interview, 41 face-to-face interviews were conducted with the selected sample at their respective workplace during June to October 2016. The average interview lasted 1 hour and 45 minutes. The participants were assured their right to autonomy and confidentiality.

The participants were also requested during the interview to rank the twenty-three perceptions and rate the criteria on a relative scale of importance for the overall sharing economy and across the 6 product categories. First, the participants were requested to indicate which of the two perceptions were more important per product category. Second, a 9-point rating scale was used to measure the strength of their preference per product category by means of verbal judgment.

The data was collected from the notes written down during the interview process and the recordings, from which the original comments, ranking, observations, and feelings were reconstructed. The use of audio recordings provided prior consent was given, ensured that an identical replication of the contents of each interview was available which expedited the data analysis. Recordings also reduced the probability of interviewer error, for example, recording data incorrectly or being dishonest by capturing the response to a question incorrectly intentionally (Barriball and While, 1994). The data were transcribed and analysed for themes and patterns. The researcher conducted all interviews.

4.5 Data Analysis

The mixed methods, which involved combining or integrating the qualitative and quantitative research and data in a research study (Creswell, 2014), was used for this study. The key difference between the qualitative and quantitative data analysis is that the data analysed are text and numbers respectively.

Analysis of the qualitative data occurred on completion of the collection of data through the in-depth interviews. The data collected from the 42 interviews were analysed by reading through the written interview transcripts several times to pull together all relevant facets of information. The qualitative data analysis was based on the interpretative analysis method and included reading the text literally to reflect the participant's viewpoint. The primary intention of this research was to understand the access based consumption mode as experienced by the participants and identify and rank the degree of importance of the perceptions across the six different product categories.

A list of significant statements and quotes that described the essence of the phenomenon was identified and segmented into themes. A textural and structural description of the sharing economy was developed and integrated to develop a description of the essence of the phenomenon (Creswell, 2007). Figure 24 illustrates the steps followed to analyse the data and the outcome of each step:

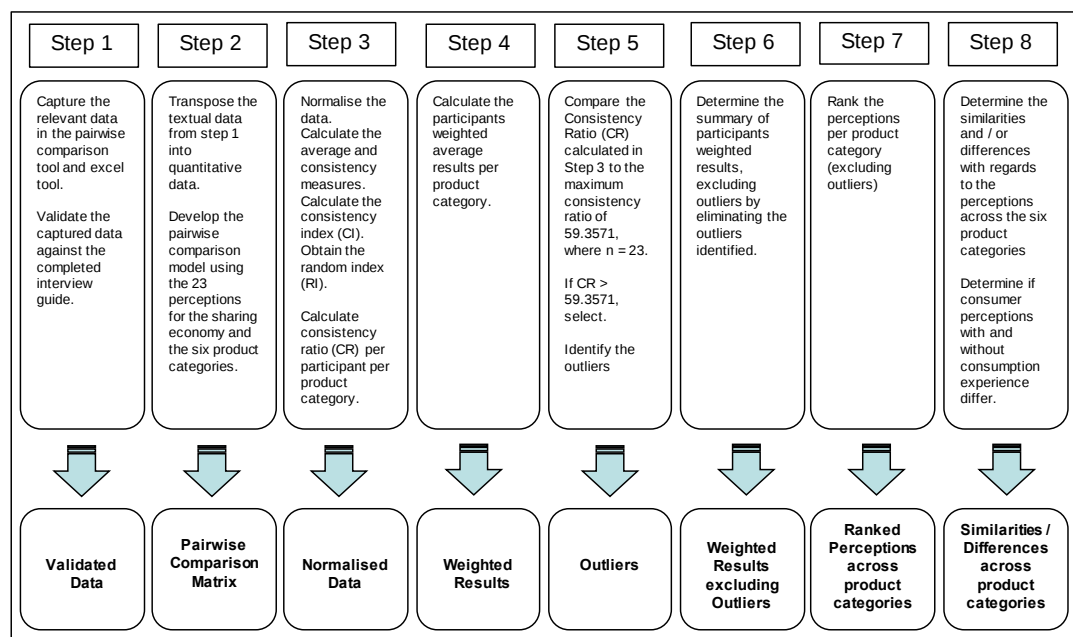


Figure 24 - Data Analysis Map - Mixed Methods

The step-by-step process followed to analyse the data is outline below. The results are illustrated in Appendix A1:

- Step 1 – The participant's responses from the interviews for the 23 perceptions across the overall shared economy and six product categories were captured in the pairwise comparison tool and validated against the participants completed interview guide. The key drivers, motivating factors, barriers, and other relevant information was also captured in the excel tool, and validated;
- Step 2 - The textual data from step 1 was transposed to quantitative data through a process of categorization and counting. The pairwise comparison and conjoint analysis methods were used to achieve this. The pairwise comparison model was developed for the six product categories using the 23 perceptions;
- Step 3 - The data from the pairwise comparison model was normalised. The average and the consistency measure per perception was then calculated using the normalised data. The consistency index (CI) was then calculated from the consistency measure values. The consistency ratios (CR) of the participants were calculated using the random index (RI) obtained from the Alonso & Lamata (2006) criterion (Table 7) and the consistency index. Consistency ratio (CR) = CI / RI .
- Step 4 - A summary of participants weighted average results, including outliers were calculated per product category;
- Step 5 - The consistency ratios calculated in step 3 per product category were compared to the maximum consistency ratio of 59.3571, obtained from the Alonso & Lamata (2006) criterion (Table 7). Any CR greater than the maximum consistency ratio of 59.3571, were identified, flagged as outliers, and indicated in red (Table 15).
- Step 6 - A summary of participants weighted average results, excluding outliers were created by eliminating the outliers identified; All the results are based on these values.
- Step 7 - The perceptions per product category, excluding outliers were ranked.
- Step 8 - The similarities and / or differences with regards to the perceptions across the six product categories were identified and documented.

The next section provides more detail on the pairwise comparison method used to rank and determine the importance of the perceptions across the product categories.

4.5.1 Analytical Hierarchy Process and Pairwise Comparison

The Analytical Hierarchy Process (AHP) is a multi-criteria decision-making (MCDM) approach. The AHP is a very popular approach to multi- multi-criteria decision-making that involves qualitative data (Saaty, 1980; Alonso & Lamata; 2006). It has been applied in many decision-making situations and has a wide range of applications in many different fields. The AHP method has been used in a wide variety of complex decision-making problems such as marketing (Wind & Saaty, 1980), and different fields of decision-making (Saaty & Vargas, 2001; Alonso & Lamata; 2006). The method uses a reciprocal decision matrix obtained by pairwise comparison.

It also provides a methodology to calibrate the numeric scale for the measurement of quantitative as well as qualitative performances (Vaidya & Kumar, 2006). The AHP is an important tool that is used for making decisions in situations of uncertainty where subjective judgment is quantified in a logical manner. The process requires the decision maker to provide judgments about the relative importance of each criterion and then specify a preference for each decision alternative to each criterion (Saaty, 1980; Taha, 2006). The pairwise comparison was developed by Thomas Saaty. The pairwise comparison allowed for the calculation of the relative weights, importance, or values of the factors, which are relevant to the problem in question and is technically called an eigenvector (Saaty, 1996). Given the above, the AHP is used in this study because the approach agrees well with the behaviour of decision-makers (e.g. consumers) because they base their judgment on knowledge and experience and then make decisions accordingly (Al-Harbi, 2001).

4.5.1.1 Pairwise Comparison Method

To determine the degree of importance of the perceptions and dimensions, the perceptions and dimensions were ranked using the pairwise comparison method. It was used to rank the perceptions on a relative scale of importance. First, the participant indicated which of the two perceptions was more important; and second, a 9-point rating scale (Table 6) was used to measure the strength of their preference by means of verbal judgment. Two sets of results were determined by the perceptions. The first set of results were weighted. The weighted result indicated which perception is more important and measured the strength of their preference on a 9-point rating scale. The second set of results was unweighted.

The unweighted result only indicated which perception were more important. It did not measure the strength of their preference on a 9-point rating scale.

For the purpose of this study, only the weighted results of the perceptions are used in the key results because it also measured the strength of the participant's preference.

The step-by-step process used to perform the pairwise comparison is illustrated in Appendix A1. Pairwise comparison was used to rank the set of decision-making criteria and rate the criteria on a relative scale of importance (See Table 6 and Figure 25).

Instruction: Pairwise Comparison Questionnaire

- Step 1:** For each row, consider the criterion in the row with respect to the other criterion in the same row.
- Step 2:** Which perception is more important or less important? Select which perception is more-or-less important by selecting the number that best represents your preference. (E.g. If P1 is extremely more important than P2, and then select the corresponding number 9 in the corresponding row)
- Step 3:** Then go to the next row and do the same. If you think that the two criteria are of equal importance, then select the number 1 in the corresponding row cell, which represents equal importance.
- Step 4:** Continue with the above steps until all the empty rows have been filled.

Table 6 - Scale for Pairwise Comparison (Saaty)

Degree of Preference	Scale	Degree of Preference	Scale
Equally important	1	Equally important	1/1
Equally or slightly more important	2	Equally or slightly less important	1/2
Slightly more important	3	Slightly less important	1/3
Slightly to much more important	4	Slightly to way less important	1/4
Much more important	5	Way less important	1/5
Much too far more important	6	Way to far less important	1/6
Far more important	7	Far less important	1/7
Far more important to extremely more important	8	Far less important to extremely less important	1/8
Extremely more important	9	Extremely less important	1/9

The scale was used to indicate which of the two elements they preferred. The second step used the 9-point rating scale to measure the strength of their preference as illustrated in Figure 25. The pairwise comparison models were developed in Excel. SAS was used to perform the statistical calculations of the data analysed for this study.

Perception		PAIRWISE COMPARISON QUESTIONNAIRE																Perception		
		Factor weighting score																		
		More importance than					Equal			Less importance than										
		9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9		
Total Cost of Service	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Predictability of Cost		
Predictability of Cost	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Transaction effort		
Transaction effort	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Pre and post usage effort		
Pre and post usage effort	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Maintenance effort		
Maintenance effort	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Storage effort / space		
Storage effort / space	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Use limitations		
Use limitations	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Inflexibility		
Inflexibility	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Risk of failure		
Risk of failure	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Risk of non-availability		
Risk of non-availability	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Absence of costs		
Absence of costs	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Environmental friendliness		
Environmental friendliness	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Need for careful handling		
Need for careful handling	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Fun while using		
Fun while using	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Being part of a community		
Being part of a community	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Signalling one personality		
Signalling one personality	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Personal attachment		
Personal attachment	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Impressing other		
Impressing other	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Trust		
Trust	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Safety		
Safety	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Convenience		
Convenience	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Perceived Risk		
Perceived Risk	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Curiosity		
Curiosity	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9			

Select the number that best represents your preference

Figure 25 - Pairwise Comparison Questionnaire

4.5.1.2 Consistency Ratio

Decision-makers do not normally make “perfect” judgments. Therefore, Saaty defined the consistency ratio (CR) as $CR = CI / RI$.

- The consistency ratio (CR) measured how consistent the judgments are relative to large samples of purely random judgments;
- The consistency index (CI) is the index of the consistency of judgments across all pairwise comparisons (Lootsma12, 1991); and
- The random index (RI) is the average value of CI for random matrices using the Saaty scale.

Saaty only accepts a matrix as consistent if $CR < 0.1$. Saaty’s consistency ratio (CR) threshold was too restrictive due to the standard deviation of CI for randomly generated matrices being relatively small. The matrix for this study was 23. Alonso and Lamata (2006), developed a new criterion for acceptance and a new index for representing consistency in pairwise reciprocal comparison matrices. This index and criterion allowed the decision maker to study the consistency of each matrix in an adaptable way. An estimation method for the random index (RI) values when n increases, which is easily computable and generates a good estimation of RI was developed (Alonso & Lamata, 2006).

This estimation method was used for the criterion of accepting / rejecting matrices (based on their inconsistency). The values used from the Alonso & Lamata (2006) study to determine the consistency of the pairwise comparison for this study is therefore based on a matrix size of 23. The values as represented in Table 7 are:

- Where $n = 23$;
- The maximum consistency ratio (CR) = 59.3571; and
- The random index (RI) = 1.6526

Table 7 - Table of the max consistency ratio and random index for dimensions greater than 15 (Alonso & Lamata, 2006)

n	16	17	18	19	20	21	22	23
$\lambda_{\max}$	39.9676	42.7375	45.5074	48.2774	51.0473	53.8172	56.5872	59.3571
RI	1.5978	1.6086	1.6181	1.6265	1.6341	1.6409	1.6470	1.6526

The statistical criterion used for accepting / rejecting the pairwise reciprocal comparison matrices is summarised below. The Saaty's consistency criterion using eigenvalue can be expressed as:

$$\bar{\lambda}_{\max}(n) = 2.7699 n - 4.3513$$

Based on this statistical equation (Alonso & Lamata, 2006), the maximum consistency ratio (CR) for a matrix of $n = 23$ is calculated as follows:

$$\text{Max consistency ratio (CR)} = 2.7699 \times 23 - 4.3523 = \mathbf{59.3571}$$

And the random index (RI) = **1.6526** (Table 7) was used to calculate the consistency ratio for each of the participants across the six product categories (Table 15). The calculated consistency ratio for each of the participants across the six product categories was then compared to the maximum consistency ratio to determine the consistency ratio of the pairwise comparison and was used as the criterion for accepting or rejecting the matrices based on their inconsistency.

4.5.1.3 Acceptance / Rejection of Matrices

The maximum consistency ration (CR) and the random index (RI) values from the Alonso & Lamata (2006) statistical criterion was used to determine the consistency of the pairwise comparison. This estimation method was used for the criterion of accepting / rejecting matrices based on their inconsistency. Based on the maximum consistency ratio of 59.3571, where $n = 23$ (Table 7), 3 out of the 42 participant's sampled matrices exceeded the maximum consistency ratio and was classified as outliers. Based on this acceptance criterion, 92.86% of the pairwise comparison results were within the acceptable range, and 7.14% of the results were inconsistent and outside the acceptable range and was therefore rejected.

4.5.1.4 Outliers

The analysis identified 3 outliers. The 3 outliers were participants P#5, P #36, and P#37. Participant P# 5 had sharing experience and participant P#36 and P#37 had no sharing experiences.

A reason for outliers is that sometimes observations of certain participants may be extreme on a variable or a unique combination of values across certain variables, hence making it stand out from the rest (Hair, et al., 2010).

The data collection and analysis resulted in the determination of the degree of importance of the perceptions and the ranking of the perceptions across the six product categories. The outliers were excluded from the results of the study. The results of the study are presented and discussed in the following chapters.

4.6 Limitations of the study

No proposed research project is without limitations; there is no such thing as a perfectly designed study. As Patton (1990) notes, “There are no perfect research designs. There are always trade-offs.” There are limitations to this study. The research was conducted in the context of SA, therefore the generalisation of the research results to other countries may be difficult. In addition, the use of a small sample size and a few South African provinces may make it difficult to generalise the results to the rest of South Africa and other countries of the world as the selected South African provinces may not fully bring out the contextual, social, economic and environmental differences of each country.

This research focused only on the Decomposed Theory of Planned Behaviour from an attitudinal influence on behavioural intentions perspective. The subjective norms (social norms) and perceived behavioural control constructs were excluded for this study as per the reasons provided in the theoretical framework section. Future research can focus on all three constructs.

The sample size is small, but representative of an interpretivism study. The objective of this study is not to generalise from the results to larger populations but forms a basis for future studies. The use of mixed methods and different research instruments to collect the data allowed data triangulation, which reduced the weakness of each instrument, and as such enhanced the reliability of the research results.

The research focused on consumption mode offerings in SA for the six different product categories and how the consumers perceived them. The product categories were limited to cars, accommodation, books, music, media (movies and television series), and bikes. The research did not focus on product brands or product types.

The research only investigated the perceptions and attitudes of the access consumption mode in the urban provinces within SA. The consumers from the rural areas were not included in this study, as they do not necessarily have the opportunity or access to the services provided by the shared economy. The time horizon chosen for this study was cross-sectional rather than longitudinal.

4.7 Trustworthiness

Trustworthiness is the degree of confidence that qualitative researchers have in their data. Four indicators, credibility, transferability, dependability and confirmability was used to ascertain the trustworthiness in this study (Botma et al, 2010).

4.7.1 Credibility

Credibility represents the extent to which the observation makes sense and ties up with the reality. It is considered a very significant criterion in establishing trustworthiness (Lincoln and Guba, 1985). Extensive fieldwork was conducted. A minimum sample size of 12 to 18 participants and/or interviews is recommended for conducting studies using the interpretive research methodology (Creswell, 1998). A sample size of 42 participants was selected and interviewed for this study.

The strategies applied to ensure the credibility of the results of this research included data triangulation. Data was collected from different data sources. The perceptions were analysed and categorized based on data from many different perspectives obtained from the 42 participants. A mixed method was used to analyse and interpret the data. The importance of the perceptions was determined using pairwise comparison and the consumption mode options were analysed using conjoint analysis. The perceptions and dimensions were standardised and used to interview all the participants; therefore, the researcher validated the data. Participants with and without the access-based consumption mode experience were included in the study. This allowed the collection of data from different perspectives. The pairwise comparison was used to analyse the data, and the data were normalised to improve the consistency of the information. A maximum consistency ratio was used for data acceptance and identification of outliers. 39 of the 42 participants data was within the acceptable parameters. The 3 outliers identified, were excluded from the results. The researcher interviewed all 42 participants, which allowed the researcher the opportunity to spend a substantive quantity of time in the field with the participants. This enabled the researcher to gain an in-depth understanding of the phenomenon being studied. The researcher conducted face-to-face interviews, which were recorded after consent was granted by all the participants. This provided the researcher the opportunity to validate the interview transcripts against the recordings. This helped improve the credibility of the data.

4.7.2 Transferability

Transferability refers to the degree to which the results of qualitative research can be generalized or transferred to other contexts or settings (Kumar, 2011). It is the ability to generalise from the results to larger populations (Botma et al, 2010). The researcher of this study used very informative descriptions of data in the research report so that the readers of this report can evaluate the applicability of the data to other contexts.

4.7.3 Dependability

Dependability is similar to reliability, which is concerned about the ability of different researchers to make the same observations of a given phenomenon, if and when, the observation is conducted using the same method(s) and procedure(s). Dependability is achieved through securing credibility of the results (Lincoln & Guba, 1985). Since qualitative research advocates flexibility and freedom, it may be difficult to establish unless the researcher keeps an extensive and detailed record of the process for others to replicate to ascertain the level of dependability. To mitigate this, the data collection techniques and protocols were standardized and clearly documented. The research instrument (interview guide), data collection and data analysis method was standardized and clearly documented.

4.7.4 Confirmability

Confirmability is defined as the degree of neutrality or the extent to which the results of a study are shaped by the respondents and not researcher bias, motivation, or interest (Lincoln & Guba, 1985). Data triangulation was used to reduce the effect of researcher bias. The use of the semi-structured interview technique allowed the researcher to ask open-ended questions as well as the opportunity to probe the participant to extract deeper meaning and viewpoints, which helped reduce the researcher bias. The mixed methods also helped reduce the researcher bias, as the data was quantitatively analysed using conjoint analysis and pairwise comparison. The selection of interpretivism as the research paradigm to study the phenomena from the perspective of the participant's world and experience also helped reduce the researcher bias. The adoption of these strategies helped improve the trustworthiness of the qualitative research which is determined by the four indicators namely credibility, transferability, dependability, and confirmability.

4.8 Ethical considerations

Ethical clearance was obtained from the Human Research Ethics Committee prior to the commencement of this research. The key ethical considerations and the associated mitigation strategies applied to this study are as follows:

- Right to privacy: The participants were not pressurized or coerced into participating in the interviews. To mitigate these ethical dilemmas, the participants were informed that they have the right to refuse to participate in the study and they could withdraw or decline their involvement in the interviews at any time.
- Right to autonomy and confidentiality: The names of the participants were replaced with a participant number (P #1; P #2, etc.). The names of the participants were not divulged or disclosed to anyone, nor was it published in any of the documents.
- Right to fair treatment: The participants were treated with respect and dignity. Their time and effort was appreciated and not taken for granted. The interviews were scheduled in advance at a time convenient for the participant and the researcher.
- Right to protection from discomfort and harm: The interviews were conducted in an environment that was comfortable, professional, safe, and conveniently located for both the participant and the researcher.
- Obtaining informed consent: A research letter and participant consent form were drafted. The letter of consent was discussed with each participant prior to the interviews and a signature was obtained to ensure acceptance and approval.

4.9 Conclusion of the Research Methodology

This chapter focused on the research methodology and covered the setting where the research was conducted, population, sampling techniques, data collection methods, as well as ethical considerations observed during the study. The results discovered during the research study is depicted in the next chapter.

CHAPTER 5: PRESENTATION OF RESULTS

This chapter presents the results that emerged from the data collected and analysed using the conceptual framework that was constructed for this study. Forty-two participants were interviewed between July and October 2016. The total interview time was approximately 74 hours and the interview time per participant ranged from between 1 hour and 10 minutes to 3 hours and 5 minutes. The average interview time per participant was approximately 1 hour and 45 minutes.

5.1 Introduction

This chapter provides an overview of the research results about the shift from ownership to access in SA. The results section is structured into two sections. The first section focuses on the demographics characteristics of the South African participants (chapter 5.2). The second section present the results of the data analysis which seeks to answer the research questions. The second section is organised into four segments. First, the attitude and perception of the consumers towards access and ownership are presented to gain insight into the two consumption modes in SA, then the consumers current level of participation, experiences, satisfaction, and preferences are presented (chapter 5.3.1), and finally the findings of the key drivers of the access consumption mode in SA are shown (chapter 5.3.1.4). Second, establishing the perceptions and the importance of the perceptions for determining the attitude towards the access consumption mode based on the evaluation of the proposed measurement model (chapter 5.3.2). Third, the perception results are compared across the six product categories (chapter 5.3.3). Fourth, the perceptions results are compared against the consumers with and without actual access consumption experience (chapter 5.3.4).

5.2 Demographic profile of the South African participants (N=42)

The majority (71%) of the SA consumers who participated in this study (N=42) were Black as classified by the South African Broad-Based Black Economic Empowerment Act. 36% of the participants were Black, 28% White, 24% Indian, and the remaining 12% were Coloured (Table 4).

Females represent 52% of the participants and males represent 48% of the participants. This is in line with the male and female distribution within the SA population according to Stats SA (Stats SA, 2011). According to the results, the dominant age group is between 26 and 35 years old (38%), 36 to 45 years old (26%), 46 to 59 years old (24%), 18 to 25 years old (10%), and 60+ years old (2%). The national youth policy defines youth as any persons between the ages of 14 and 35 years. This research represents approximately 48% of the participants who are between 18 and 35 years who fall within the youth category.

The results indicate that 78.6% of the participants reside in Gauteng, 14% in the Western Cape, and 7.1% in Kwazulu-Natal. This represents the three major provinces of SA. 86% of the participants are employed, 7% are self-employed, and 2% are retired. Only 5% of the participants were unemployed. The current unemployment rate in South African is approximately 27.1% (Stats SA, Nov 2016). According to the data and the 42 participants interviewed, 7% earn below R 150 k per annum, 5% between R151 k and R250 k, 2% between R251 k and R350 k, 12% between R351 k and R500 k, 5% between R 501 k and R750 k, and 12% between R751 k and R 1 million. 50% of the participants earn above R1 million per annum and 5% are not employed and therefore do not earn an income. Approximately 26% of the participants can be classified as middle-income earners.

Many of the participants sampled have high education levels. Approximately 83% are university graduates. 10% are diplomats and 7% have a matric certificate. The participants were grouped according to the types of industries in which they work. 67% of the participants were employed in a non-sharing industry, while 21% were employed in a semi-sharing industry and 5% were involved in industries focusing on the sharing economy. 7% of the participants were not employed and were not part of an industry type.

Of the participant sampled, 26% have a household size of two inhabitants, 24% have one inhabitant, 19% have three inhabitants, 19% have four inhabitants, and the remaining 12% have more than four inhabitants. Almost 50% of the sample have more than two inhabitants per household.

100% of the participants have engaged in the ownership consumption mode, and 95% of the participants have engaged in the access consumption mode (Table 4). 95% were Neo-Sharers, 2.4% were Non-Sharers and 2.4% were Re-Sharers.

Table 4 – Demographics of Participants (N=42)

Characteristics	Attribute	Number	Percentage
Gender	Male	20	48
	Female	22	52
Ethnic Group	African (A)	15	36
	Coloured (C)	5	12
	Indian (I)	10	24
	Whites (W)	12	28
Ethnic Group (BBBEE)	Black (B)	30	71
	White (W)	12	29
Age Category (years)	18 – 25	4	10
	26 – 35	16	38
	36 – 45	11	26
	46 – 59	10	24
	60 +	1	2
Location – Province	Gauteng	33	78.6
	Western Cape	6	14
	KwaZulu-Natal	3	7.1
Academic Levels	Matric	3	7
	Diploma	4	10
	Degree	6	14
	Postgraduate Degree	29	69
Size of Household	1	10	24
	2	11	26
	3	8	19
	4	8	19
	4 +	5	12
Employment Status	Employed	36	86
	Self-employed	3	7
	Not employed	2	5
	Retired	1	2
Income Category	R0 k	3	7
	< R 150k	3	7
	R151k - R250k	2	5
	R251k - R350k	1	2
	R351k - R500k	5	12
	R501k - R750k	2	5
	R751k - R 1 mil	5	12
	R 1 mil +	21	50
Industry Type	Sharing	2	5
	Semi-Sharing	9	21
	Non-Sharing	28	67
	N / A	3	7
Ownership - Product category	Yes	42	100
	No	0	0
Access Consumption Experience	Yes	40	95
	No	2	5
Participant Customer Group	Non-Sharers	1	2.4
	Re-Sharers	1	2.4
	Neo-Sharers	40	95

5.3 Results of the Research Objectives

The aim of the study was to determine how the South African consumers perceive the access and the ownership consumption modes, and determine what is influencing the South African consumers to prefer the access consumption mode to ownership. The objectives of the study was to (i) determine how the South African consumers perceive the access and ownership consumption modes, and identify the key drivers influencing the access consumption mode; (ii) identify the perceptions that determine the attitude towards the access consumption mode, and ascertain which perceptions and dimensions are the most important; (iii) identify if the perceptions of the consumers differ across the six product categories namely car, accommodation, book, music, media, and bike; and (iv) establish how the perceptions of the South African consumers with and without actual access consumption experience differ. The results are linked and integrated with the proposed conceptual framework and are organised by the research objectives.

5.3.1 Attitude and Perception towards Access and Ownership

The participants were questioned on their participation in the shared economy in the last 12 months and the next 12 months. According to the results, in the last 12 months approximately 88.1% of the South Africans sampled participated and have experience in car sharing, 59.5% in accommodation sharing, 54.8% in book sharing, 78.6% in music sharing, 85.7% in media sharing (movies and TV series), and 26.2% in bike sharing (Figure 26).

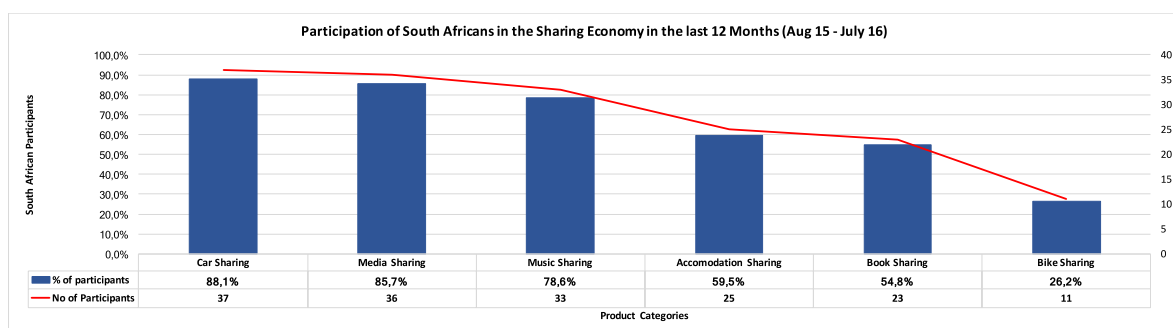


Figure 26 - Participation in the Sharing Economy last 12 Months (Aug 15 - Jul 16)

The statistics for sharing in the last 12 months (Table 8) shows a mean of 3.9 and a standard deviation of 1.43. This indicates that in the last 12 months, the sharing experience of the participants were above average.

Table 8 – Distributions Summary Statistics for Sharing in the last 12 Months

N	Mean	Std. Dev	Std. Err Mean	Upper 95% Mean	Lower 95% Mean
42	3,9285714	1,4380349	0,2218936	4,3766946	3,4804482

In the next 12 months, approximately 92.9% of the South Africans sampled indicated their intention to participate in car sharing, 90.5% in accommodation sharing, 71.4% in book sharing, 83.3% in music sharing, 92.9% in media sharing (movies and TV series), and 35.7% in bike sharing (Figure 27).

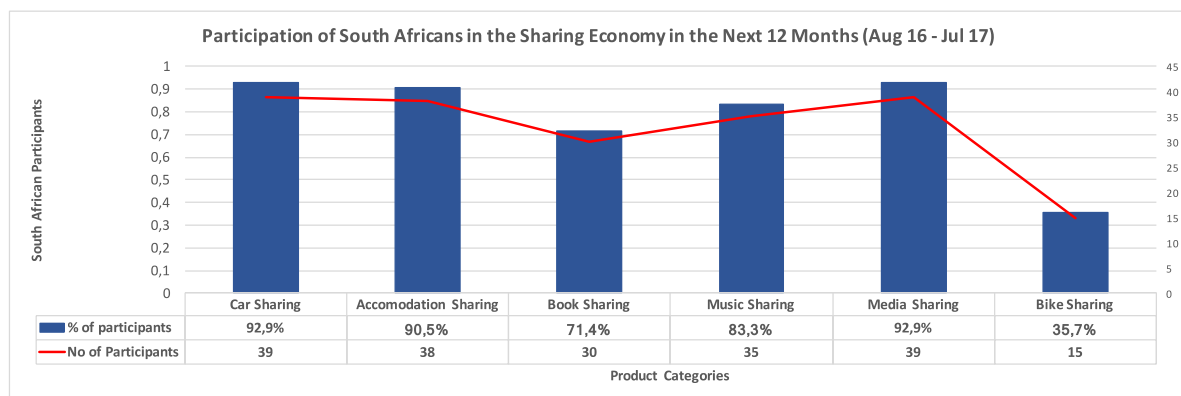


Figure 27 - Participation in the Sharing Economy next 12 Months (Aug 16 - Jul 17)

A mean of 4.6 and a standard deviation of 1.14 reflected in Table 9 shows that the standard distribution of the sharing experience in the next 12 months is above average. It also shows an increase from the distribution of the last 12 months.

Table 9 – Distributions Summary Statistics for Sharing in the next 12 Months

N	Mean	Std. Dev	Std. Err Mean	Upper 95% Mean	Lower 95% Mean
42	4,6666667	1,1405319	0,1759879	5,0220814	4,3112519

According to the results (Figure 28), 95% of the South African participants sampled have participated in some form of sharing in the last year.

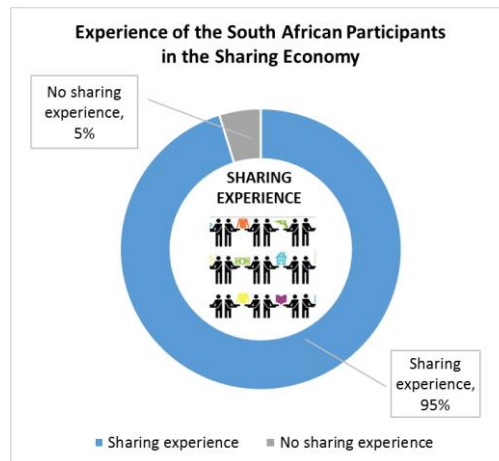


Figure 28 - Experience of the Participants in the Sharing Economy

In addition to the six product categories researched, other product categories being shared were identified during the open comments with the participants. The additional products being shared included shoes, clothes, gliders, ice-skating gear, boats / sailboats, Wi-Fi, sewing machines, household equipment, and golfing equipment.

5.3.1.1 Consumption Mode Preference

The participants were probed on which consumption mode was more important. 66.7% of the South African participants considered the access consumption mode more important than ownership. 33.3% believed that ownership was more important than access (Fig. 29).

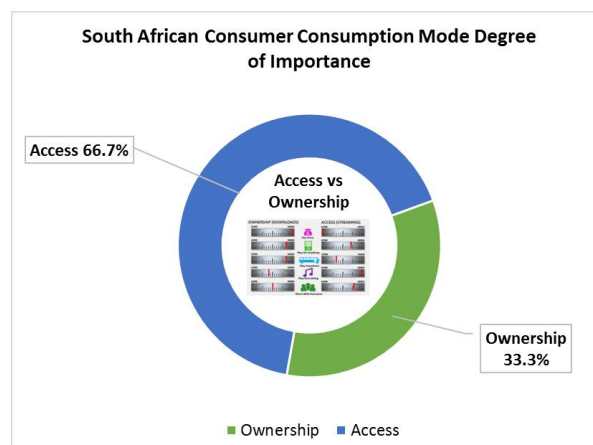


Figure 29 - South African Consumer Consumption Mode Degree of Importance

5.3.1.2 Level of Satisfaction with the Sharing Economy

The participants were questioned on their level of satisfaction with the shared economy. As illustrated in Figure 30, 19% were extremely satisfied, 55% were satisfied, and 24% were neither satisfied nor dissatisfied. 2% were not satisfied.

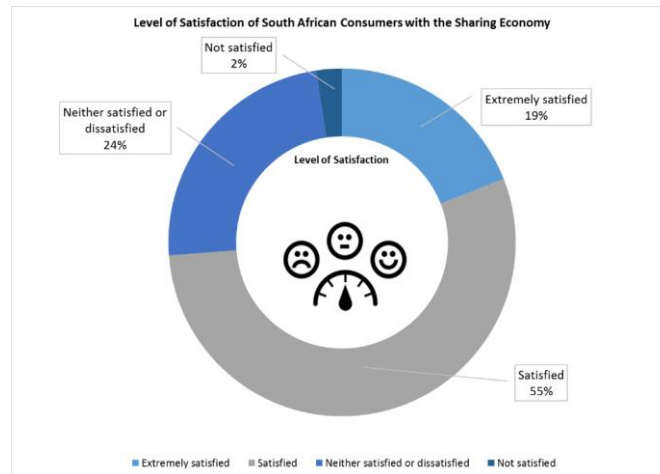


Figure 30 - Level of Satisfaction of SA consumers with the Sharing Economy

5.3.1.3 Emotions associated with the Sharing Economy

43% of the participants sampled indicated that they felt happiness, 26% felt a sense of anticipation, and 7% were surprised. No participants interviewed felt a sense of anger, disgust, sadness, or fear (Figure 31). The feeling or emotion experienced by the majority of the South African consumers sampled when thinking of or participating in the shared economy is happiness, followed by anticipation and surprise.

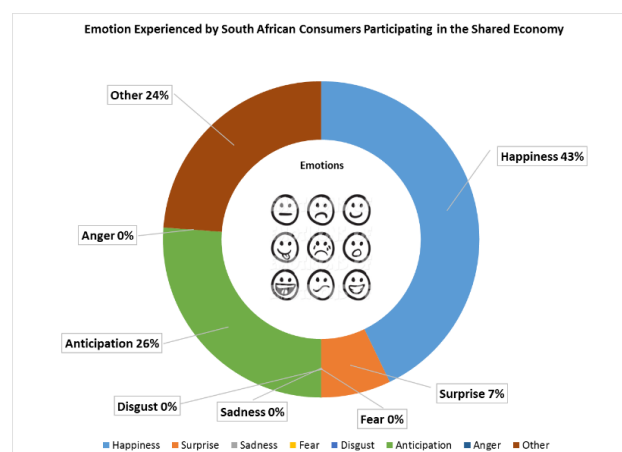


Figure 31 - Emotion Experienced by SA participants in the Shared Economy

As depicted in Figure 32, the other 23.8% of the participants interviewed either felt a feeling of satisfaction (4.8%), indifferent (7.1%), sceptical (2.4%), hopefulness (2.4%), savvy (2.4%), open to experience (2.4%), or transformative (2.4%).

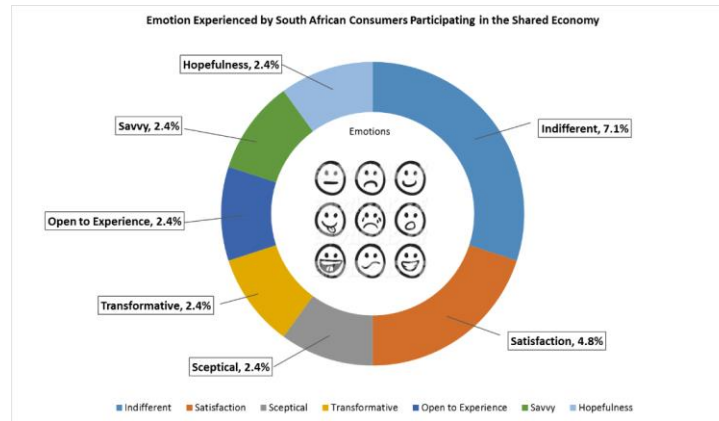


Figure 32 - Additional Emotion Experienced by SA participants

5.3.1.4 Key Drivers influencing the Sharing Economy

The participants were probed to select which key driver(s) were influencing the shared economy in SA and rank their choice in order of priority. The key drivers influencing the sharing economy in SA according to the participants interviewed, in order of priority are economic, technological, social, and environmental respectively. The economic driver was identified as the most important driver and constituted approximately 60% of the influence on the consumer. The technological driver constituted 21%, followed by the social driver 17% and lastly the environmental drivers has 2% of influence on the consumer (Fig. 33).

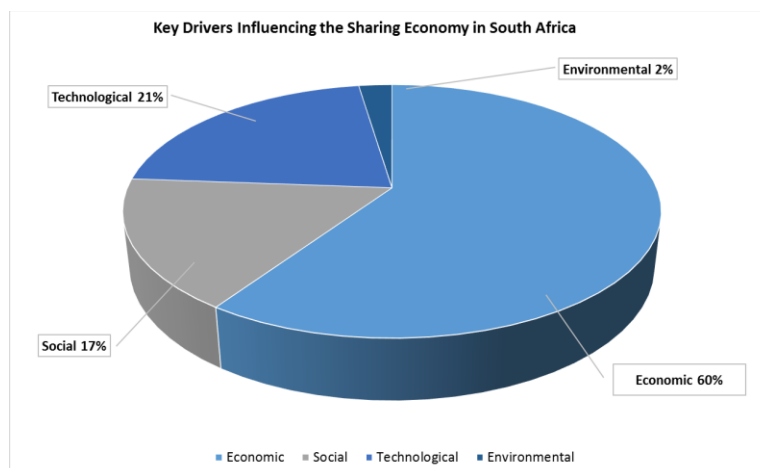


Figure 33 - Key Drivers Influencing the Sharing Economy in South Africa

Two additional drivers were identified through the interviews, namely legal and political. The legal driver was considered more influential than the political driver in SA. The distribution statistic of the key drivers for sharing is summarised in Table 10.

Table 10 – Distributions Summary Statistics of Key Drivers for Sharing

Key Driver	N	Mean	Std. Dev	Std. Err Mean	Upper 95% Mean	Lower 95% Mean
Economic	42	1,6190476	0,8540401	0,1317812	1,8851852	1,35291
Social	41	2,4634146	0,8395702	0,1311188	2,7284157	2,1984136
Technological	42	2,2142857	0,9248787	0,1427119	2,5024982	1,9260732
Environmental	42	3,6666667	0,7213357	0,1113045	3,8914507	3,4418826

Note: P #29 chose not to rank the social driver, therefore N = 41 for social.

5.3.1.5 Hierarchy of Needs (Maslow's Theory)

The participants were probed on the importance of ownership across the six products. The results of the participant's responses to ownership are summarised per product category.

Car: Approximately 26% believed car ownership was extremely important, 38% thought it was important, but not a big priority, 19% might purchase one if they really needed it, but indifferent otherwise, 7% do not intend to purchase a car in the near future, and the remaining 10% did not feel strongly about car ownership (Figure 34).

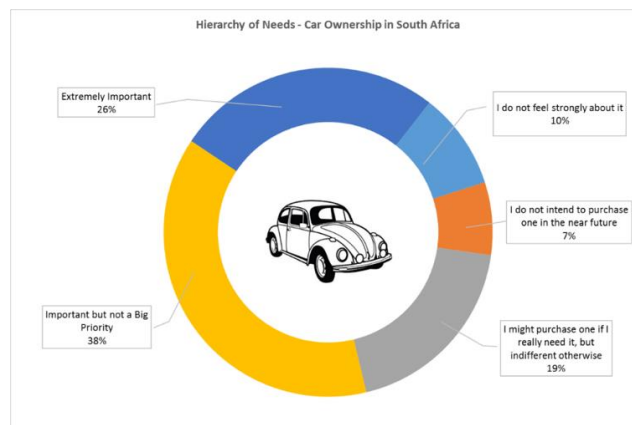


Figure 34 – Hierarchy of Needs – Car Ownership in South Africa

Accommodation: Approximately 86% said it was extremely important, 7% said it was important, but not a big priority, and the remaining 7% stated that they may purchase one if they really needed it, but indifferent otherwise (Figure 35).

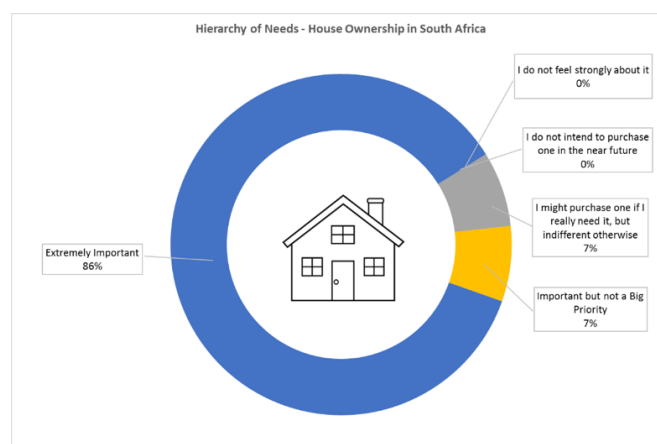


Figure 35 - Hierarchy of Needs for House Ownership in South Africa

Book: 29% might purchase a book if they really needed it, but indifferent otherwise. 26% believed it is extremely important, 17% said it was important, but not a big priority, 19% do not intend to purchase a book in the near future, and the remaining 9% do not feel strongly about book ownership (Figure 36).

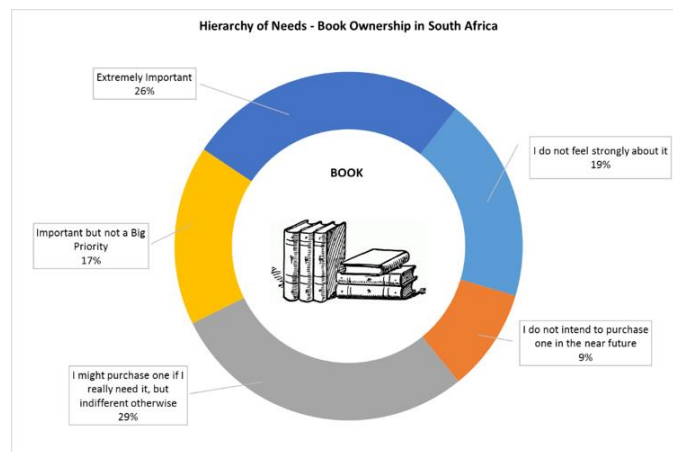


Figure 36 - Hierarchy of Needs for Book Ownership in South Africa

Music: 43% do not feel strongly about owning music. 24% do not intend to purchase music in the near future, 19% might purchase music if really needed it, but indifferent otherwise, 9% considered it important, but not a big priority, and the remaining 5% believed it was extremely important to own music (Figure 37).

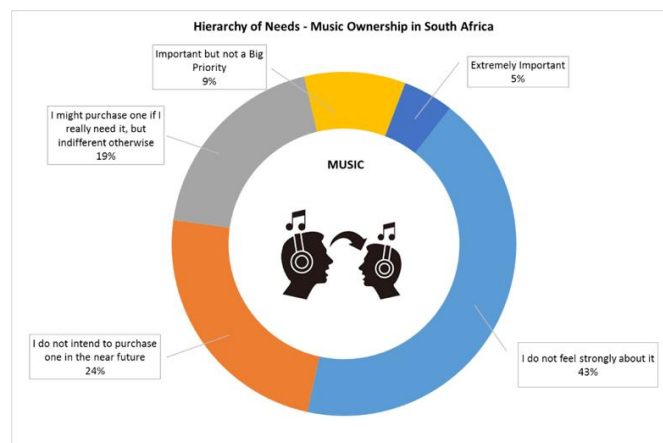


Figure 37 - Hierarchy of Needs for Music Ownership in South Africa

Media: 64% do not feel strongly about owning media (Movies and TV series), and 14% might purchase one if they really needed it, but indifferent otherwise, 12% do not intend to purchase media in the near future, 7% considered it is important, but not a big priority, and the remaining 3% believed it was extremely important to own the media (Figure 38).

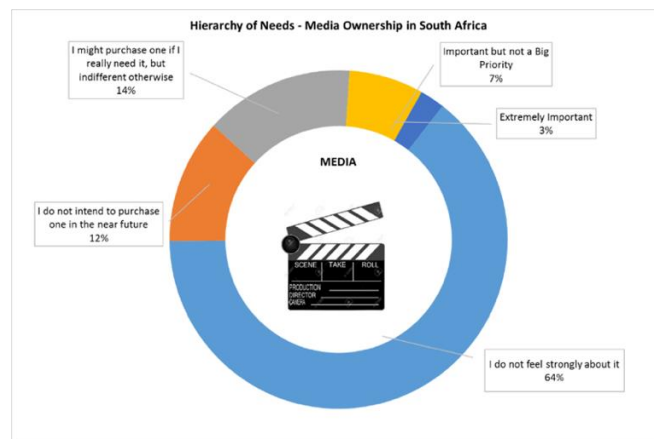


Figure 38 - Hierarchy of Needs for Media Ownership in South Africa

Bike: 62% do not feel strongly about bike ownership. 14% considered it extremely important, 10% believed it was important, but not a big priority, 9% might purchase one if I really needed it, but indifferent otherwise, and the remaining 5% do not intend to purchase a bike in the near future (Figure 39).

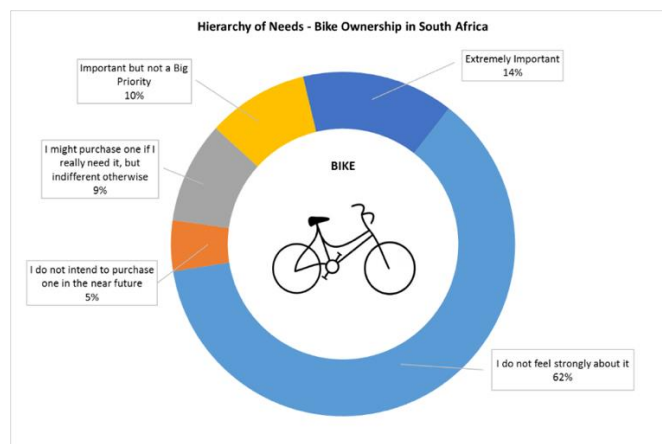


Figure 39 - Hierarchy of Needs for Bike Ownership in South Africa

5.3.1.6 Ownership and Participation in the Shared Economy

The participants were probed on their current ownership status: According to the results:

Car: 83% of the participants own their car, while 17% do not own their own car (Figure 40).

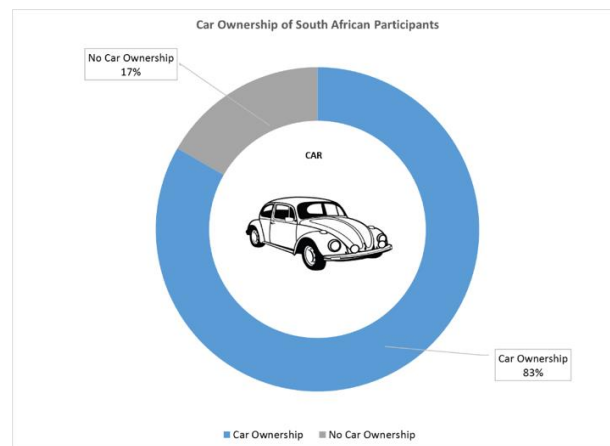


Figure 40 - Car Ownership of South African Participants

Accommodation: 17% of the sample own their own holiday / vacation homes, and 13% invested in timeshare (Figure 41).

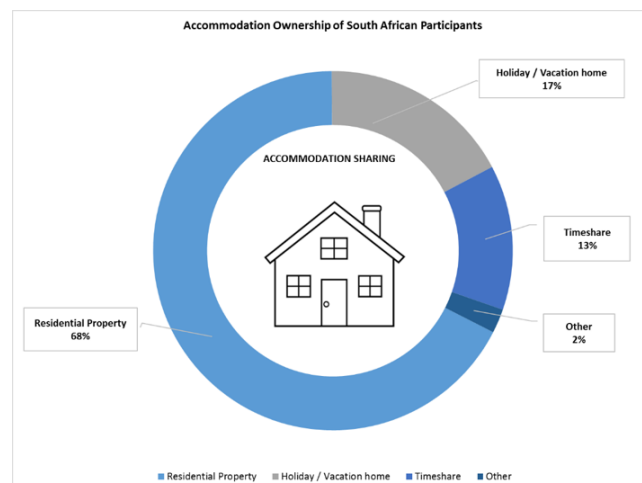


Figure 41 - Accommodation Ownership of South African Participants

Books: 100% of the participants own paper books, 83.3% own e-books, 40.5% subscribe to book services and 19% use other options (Figure 42).

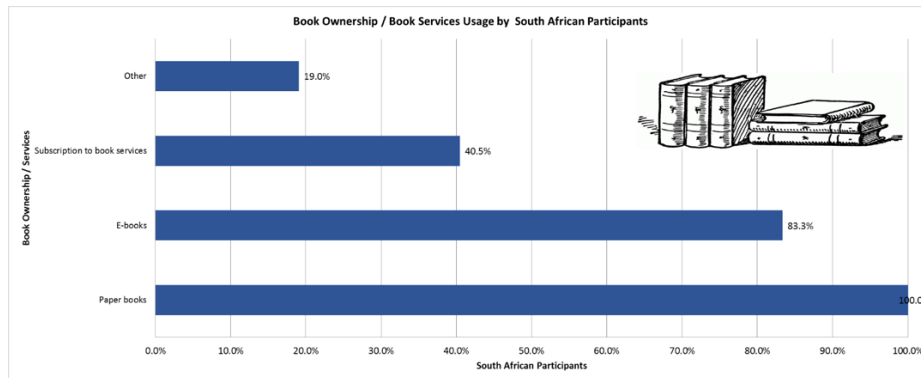


Figure 42 - Book Ownership / Book Services Usage by South African Participants

Music: 81% of the participants own CD's, 71.4% subscribe to music services, 26.2% own vinyl's, and 19% own or listen to music in other formats as shown by figure 43.

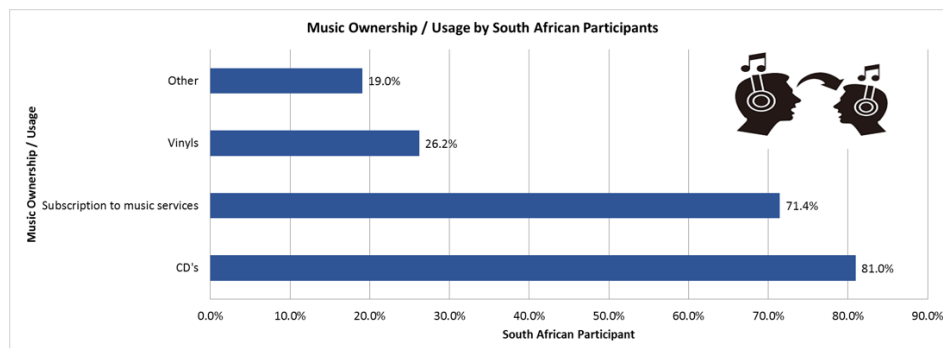


Figure 43 - Music Ownership / Usage by South African Participants

Media: 83.3% of the participants subscribe to media services, 73.8% own DVDs / Blu-Rays, 33.3% own videos and 14.3% own or watch media in other formats (Figure 44)

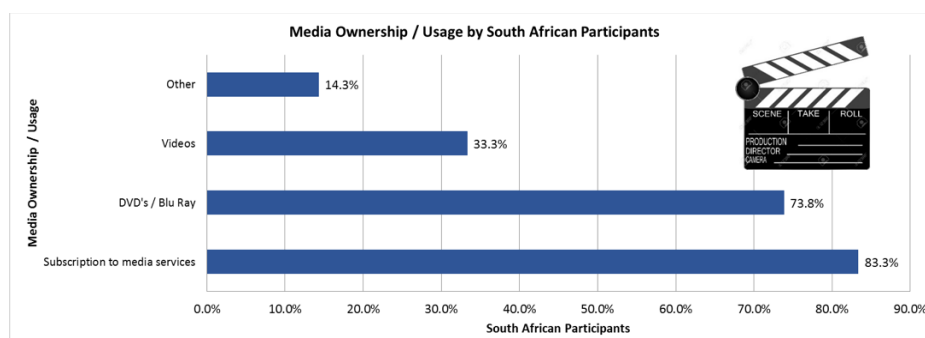


Figure 44 - Media Ownership / Usage by South African Participants

Bike: According to the results, 36% of the participants own a bike, while 64% do not own their own bike (Figure 45).

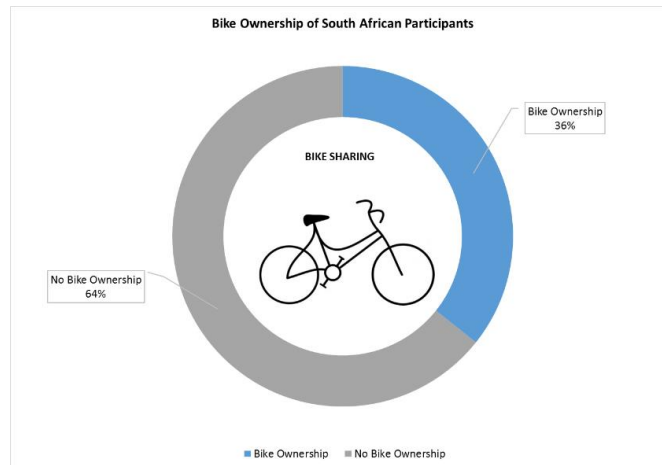


Figure 45 - Bike Ownership of South African Participants

The distribution of the six product categories are summarised in Table 11. It includes the mean, standard deviation and standard error of the mean for the six product categories.

Table 11 - Distributions – Summary Statistics for Product Category

Key Driver	N	Mean	Std. Dev	Std. Err Mean	Upper 95% Mean	Lower 95% Mean
Car	42	3,6428571	1,2261665	0,1892016	4,0249575	3,2607568
Accommodation	42	4,7857143	0,5646373	0,0871254	4,9616677	4,6097609
Book	42	3,2142857	1,4404558	0,2222672	3,6631633	2,7654081
Music	42	2,0952381	1,2058703	0,1860698	2,4710137	1,7194625
Media	42	1,7142857	1,1106077	0,1713705	2,0603754	1,368196
Bike	42	2,0952381	1,55876	0,2405219	2,5809819	1,6094943

5.3.1.7 Perceptions Motivating Participation in the Shared Economy

The results of this study indicate the perceptions influencing South African consumers to develop a favourable attitude towards the access consumption mode. These perceptions are not ranked and are based only on the percentage of participants. According to the participants, the key perceptions likely to motivate participation to participate in the sharing economy in SA is total cost of service, predictability of cost, transactional effort, pre-and-post-usage effort, risk of non-availability, trust, convenience, and safety. The motivators influencing the access consumption mode is summarized in Table 12 for the different product categories.

The following legend specifies the high, moderate, and low motivators in Table 12:

-  High (> 75% of participants)
-  Moderate ($\geq 50\%$ of participants, but $\leq 75\%$ of participants)
-  Low (< 50% of participants)

High Motivators: Convenience was selected as a high motivator across all product categories, except for bike sharing. Total cost of service, predictability of cost, and transaction effort was important for car, accommodation, music and media sharing. Pre-and-post-usage effort was a high motivator for car, accommodation, and media sharing. Risk of non-availability was considered a high motivator only for accommodation sharing. Trust was high for car and accommodation sharing. Fun while using is a high motivator only for music sharing. Safety was a high motivator for car and accommodation.

Moderate Motivators: Fun while using was moderate for all categories except for music. Curiosity was moderate for all products except for car and accommodation. Absence of costs was moderate for book, music, and media.

Low Motivators: Environmental friendliness, need for careful handling, signalling one's personality, personal attachment and impressing others was a low motivator across all six product categories. Maintenance effort was a low barrier across all product categories, except for accommodation. Being part of a community was a low motivator across all categories except for accommodation.

Table 12 – Motivators Influencing Access Consumption across Product Categories

High Moderate Low						
Car	Acc	Bike	Perception	Book	Music	Media
95.2%	92.9%	57.1%	Total cost of service	69.0%	88.1%	97.6%
92.9%	81.0%	47.6%	Predictability of Cost	47.6%	78.6%	88.1%
100%	83.3%	52.4%	Transaction effort	71.4%	88.1%	97.6%
88.1%	78.6%	57.1%	Pre-and post-usage effort	61.9%	66.7%	78.6%
45.2%	47.6%	52.4%	Maintenance effort	14.3%	23.8%	42.9%
40.5%	31.0%	47.6%	Storage effort / space	47.6%	50.0%	59.5%
19.0%	16.7%	11.9%	Use limitations	11.9%	11.9%	9.5%
4.8%	2.4%	0.0%	Inflexibility	0.0%	0.0%	2.4%
16.7%	14.3%	14.3%	Risk of failure	11.9%	19.0%	4.8%
59.5%	78.6%	35.7%	Risk of non-availability	61.9%	69.0%	66.7%
95.2%	92.9%	52.4%	Trust	42.9%	50.0%	52.4%
100%	100%	66.7%	Convenience	92.9%	95.2%	97.6%
97.6%	92.9%	73.8%	Safety	11.9%	14.3%	21.4%
47.6%	64.3%	35.7%	Perceived risk	7.1%	9.5%	9.5%
47.6%	45.2%	47.6%	Absence of costs	52.4%	61.9%	64.3%
33.3%	19.0%	40.5%	Environmental friendliness	28.6%	21.4%	14.3%
4.8%	9.5%	9.5%	Need for careful handling	2.4%	23.8%	11.9%
59.5%	73.8%	69.0%	Fun while using	54.8%	83.3%	69.0%
33.3%	61.9%	35.7%	Being part of a community	38.1%	45.2%	21.4%
11.9%	23.8%	11.9%	Signalling one's personality	21.4%	35.7%	19.0%
0.0%	4.8%	4.8%	Personal attachment	16.7%	16.7%	4.8%
0.0%	0.0%	2.4%	Impressing others	2.4%	2.4%	2.4%
35.7%	52.4%	21.4%	Curiosity	52.4%	54.8%	54.8%

5.3.1.8 Perceptions inhibiting participation in the Shared Economy

The participants were questioned on the key perceptions inhibiting participation in the shared economy in SA. These perceptions are not ranked and are based only on the percentage of participants. According to the participants, the key perceptions likely to inhibit participation in the sharing economy in SA is total cost of service, transactional effort, use limitations, inflexibility, risk of non-availability, trust, convenience, safety, and perceived risk.

The following legend summarizes the high, moderate, and low barriers in Table 13:

-  High (> 75% of participants)
-  Moderate ($\geq 50\%$ of participants, but $\leq 75\%$ of participants)
-  Low (< 50% of participants)

The perceptions inhibiting the participation in the access consumption mode are summarized in Table 13 for the different product categories.

High Barriers: Total cost of service was a high barrier for car, accommodation, music and media sharing. Transaction effort was a high inhibitor for accommodation, book, music and media sharing. Use limitations was a high inhibitor sharing for car, accommodation, book, music and media sharing. Risk of non-availability was a high inhibitor for car, accommodation, book, and media sharing. Trust was high for car and accommodation sharing. Convenience was selected as a high inhibitor across all product categories, except for bike and media sharing. Safety was a high inhibitor for car, accommodation and bike.

Moderate Barriers: Risk of failure was moderate for all categories except for music and media. Predictability of costs was moderate for all products except for media. Pre-and-post was moderate for all product categories. Predictability of costs was moderate for all product categories except for media.

Low Barriers: Absence of costs, environmental friendliness, need for careful handling, fun while using, being part of a community, and signalling one's personality and curiosity was a low barrier across all six product categories. Maintenance effort was a low barrier across all product categories, except for accommodation. Storage effort and space was a low barrier across all categories except for music. Safety and perceived risk was low for book, music and media.

Table 13 – Barriers Inhibiting Access Consumption across Product Categories

 High	 Moderate	 Low
--	--	---

Car	Acc	Bike	Perception	Book	Music	Media
81.0%	92.9%	59.5%	Total cost of service	66.7%	76.2%	88.1%
69.0%	73.8%	50.0%	Predictability of Cost	50.0%	64.3%	76.2%
73.8%	76.2%	54.8%	Transaction effort	78.6%	76.2%	83.3%
66.7%	66.7%	50.0%	Pre-and post-usage effort	59.5%	59.5%	57.1%
35.7%	52.4%	47.6%	Maintenance effort	14.3%	19.0%	31.0%
19.0%	23.8%	38.1%	Storage effort / space	31.0%	50.0%	42.9%
81.0%	88.1%	61.9%	Use limitations	88.1%	88.1%	83.3%
71.4%	81.0%	52.4%	Inflexibility	61.9%	64.3%	81.0%
66.7%	47.6%	57.1%	Risk of failure	40.5%	64.3%	73.8%
81.0%	81.0%	50.0%	Risk of non-availability	81.0%	64.3%	88.1%
81.0%	88.1%	57.1%	Trust	31.0%	42.9%	50.0%
88.1%	83.3%	54.8%	Convenience	76.2%	78.6%	73.8%
88.1%	90.5%	76.2%	Safety	16.7%	28.6%	23.8%
78.6%	81.0%	54.8%	Perceived risk	19.0%	28.6%	38.1%
0.0%	0.0%	0.0%	Absence of costs	0.0%	0.0%	0.0%
19.0%	16.7%	9.5%	Environmental friendliness	9.5%	4.8%	4.8%
7.1%	11.9%	26.2%	Need for careful handling	11.9%	16.7%	9.5%
0.0%	4.8%	4.8%	Fun while using	2.4%	4.8%	4.8%
0.0%	2.4%	0.0%	Being part of a community	0.0%	2.4%	0.0%
0.0%	2.4%	4.8%	Signalling one's personality	2.4%	4.8%	2.4%
2.4%	2.4%	4.8%	Personal attachment	11.9%	0.0%	0.0%
0.0%	0.0%	0.0%	Impressing others	0.0%	0.0%	0.0%
2.4%	0.0%	0.0%	Curiosity	0.0%	0.0%	0.0%

5.3.2 Perceptions towards Access Consumption Mode and Degree of Importance of Perceptions and Dimensions

The proposed measurement model was used to identify the perceptions and the importance of the perceptions for determining the attitude towards the access consumption mode. To determine the degree of importance, the perceptions were ranked using the pairwise comparison method (as per methodology in Chapter 4). The perceptions are weighted. The Alonso & Lamata (2006) consistency ratio was applied to the results to determine the consistency of the pairwise comparison. The maximum consistency ratio (CR) used was 59.3571. Based on the maximum consistency ratio of 59.3571, where $n = 23$, 3 out of the 42 participant's sampled matrices exceeded the maximum consistency ratio of 59.3571 and were classified as outliers (Table 15). 92.86% of the data was within the acceptable range, and 7.14% of the data was inconsistent and outside the acceptable range. The 3 outliers were P#5, P #36, and P#37 and were excluded from the results. The final results are weighted and excludes the outliers (Table 14).

Table 14 - Weighting of Perceptions across the Product Categories

THE SHARING ECONOMY - WEIGHTED EXCL. OUTLIERS										
PERCEPTIONS		Shared Economy	Car Sharing	Accommod. Sharing	Book Sharing	Music Sharing	Media Sharing	Bike Sharing		
Total Cost of Service	P1	↓ 0.0459	↓ 0.0458	↓ 0.0456	→ 0.0509	→ 0.0510	→ 0.0510	↓ 0.0460		
Predictability of Cost	P2	↓ 0.0461	↓ 0.0459	↓ 0.0460	→ 0.0499	→ 0.0498	→ 0.0497	↓ 0.0462		
Transaction effort	P3	↓ 0.0412	↓ 0.0415	↓ 0.0409	→ 0.0430	→ 0.0429	→ 0.0429	↓ 0.0404		
Pre and post usage effort	P4	↓ 0.0355	↓ 0.0354	↓ 0.0352	→ 0.0372	→ 0.0372	→ 0.0371	↓ 0.0350		
Maintenance effort	P5	↓ 0.0340	↓ 0.0330	↓ 0.0335	→ 0.0364	→ 0.0363	→ 0.0362	↓ 0.0342		
Storage effort / space	P6	↓ 0.0297	↓ 0.0290	↓ 0.0296	→ 0.0320	→ 0.0319	→ 0.0320	↓ 0.0306		
Use limitations	P7	↓ 0.0399	↓ 0.0392	↓ 0.0388	→ 0.0435	→ 0.0433	→ 0.0433	↓ 0.0411		
Inflexibility	P8	↓ 0.0380	↓ 0.0380	↓ 0.0378	→ 0.0417	→ 0.0416	→ 0.0416	↓ 0.0390		
Risk of failure	P9	→ 0.0613	→ 0.0610	→ 0.0600	→ 0.0634	→ 0.0614	→ 0.0614	→ 0.0611		
Risk of non-availability	P10	→ 0.0567	→ 0.0560	→ 0.0557	→ 0.0639	→ 0.0637	→ 0.0637	→ 0.0583		
Trust	P11	↑ 0.0915	↑ 0.0927	↑ 0.0935	↑ 0.0890	↑ 0.0892	↑ 0.0892	↑ 0.0902		
Convenience	P12	→ 0.0689	→ 0.0683	→ 0.0687	↑ 0.0775	↑ 0.0773	↑ 0.0773	→ 0.0704		
Safety	P13	↑ 0.1316	↑ 0.1376	↑ 0.1397	↑ 0.0914	↑ 0.0911	↑ 0.0910	↑ 0.1281		
Perceived Risk	P14	→ 0.0638	→ 0.0653	→ 0.0632	→ 0.0524	→ 0.0523	→ 0.0522	→ 0.0636		
Absence of costs	P15	↓ 0.0469	↓ 0.0465	↓ 0.0457	→ 0.0468	→ 0.0470	→ 0.0469	↓ 0.0464		
Environmental friendliness	P16	↓ 0.0335	↓ 0.0336	↓ 0.0313	→ 0.0347	→ 0.0347	→ 0.0347	↓ 0.0351		
Need for careful handling	P17	↓ 0.0148	↓ 0.0148	↓ 0.0147	→ 0.0156	→ 0.0156	→ 0.0155	↓ 0.0150		
Fun while using	P18	↓ 0.0339	↓ 0.0336	↓ 0.0333	→ 0.0357	→ 0.0354	→ 0.0354	↓ 0.0350		
Being part of a community	P19	↓ 0.0223	↓ 0.0222	↓ 0.0222	→ 0.0226	→ 0.0226	→ 0.0226	↓ 0.0216		
Signalling one's personality	P20	↓ 0.0196	↓ 0.0196	↓ 0.0205	→ 0.0223	→ 0.0233	→ 0.0233	↓ 0.0197		
Personal attachment	P21	↓ 0.0099	↓ 0.0099	↓ 0.0099	→ 0.0112	→ 0.0143	→ 0.0148	↓ 0.0100		
Impressing other	P22	↓ 0.0061	↓ 0.0062	↓ 0.0062	→ 0.0068	→ 0.0069	→ 0.0069	↓ 0.0062		
Curiosity	P23	↓ 0.0290	↓ 0.0248	↓ 0.0282	→ 0.0318	→ 0.0312	→ 0.0312	↓ 0.0269		
		1.00	1.00	1.00	1.00	1.00	1.00	1.00		

A formative measurement model of the perceptions towards the access consumption mode was developed and successfully validated. The degree of importance (ranking) of the perceptions for the six product categories are illustrated in Table 16.

In order to gain a better understanding of how access and ownership is perceived by the South African consumers, and to facilitate the interpretation of the results, this chapter presents the findings discovered on the perceptions and attitudes towards the consumption modes. A summary of the statistical information, including the mean, standard deviation, sample variance, and sample size is portrayed in Table 17.

T-tests were conducted to determine the p-value or calculated probability in the context of null hypothesis testing in order to quantify the idea of statistical significance of evidence. A null hypothesis was proposed, that is, there is no difference between the product categories with respect to the perceptions, and there is also no difference between the perceptions with and without access consumption mode experience (i.e. the sample means or medians are the same). The findings and results are described in more detail in chapter 5.3.3 and chapter 5.3.4.

Table 15 - Pairwise Comparison – Consistency Ratio per Participants per Product Category

Product Category	P#1	P#2	P#3	P#4	P#5	P#6	P#7	P#8	P#9	P#10	P#11	P#12	P#13	P#14	P#15	P#16	P#17	P#18	P#19	P#20	P#21	P#22	P#23	P#24	P#25	P#26	P#27	P#28	P#29	P#30	P#31	P#32	P#33	P#34	P#35	P#36	P#37	P#38	P#39	P#40	P#41	P#42	INCONSISTENT RESULTS	
Shared Economy	23.4926%	15.6093%	53.5697%	32.6409%	69.3746%	26.9259%	19.0699%	50.1287%	24.3488%	15.0996%	14.5973%	26.5947%	26.6069%	32.2234%	53.7098%	13.8291%	36.2973%	39.4742%	18.5092%	46.6063%	25.7460%	33.3482%	36.2219%	36.5166%	13.5094%	22.8458%	33.9692%	28.3261%	35.8494%	18.2838%	24.8544%	13.7367%	22.9670%	21.0940%	41.9976%	60.1906%	68.9333%	53.0346%	18.6394%	37.2189%	34.6455%	26.6109%	P#5; P#36; P37	
Product Category	P#1	P#2	P#3	P#4	P#5	P#6	P#7	P#8	P#9	P#10	P#11	P#12	P#13	P#14	P#15	P#16	P#17	P#18	P#19	P#20	P#21	P#22	P#23	P#24	P#25	P#26	P#27	P#28	P#29	P#30	P#31	P#32	P#33	P#34	P#35	P#36	P#37	P#38	P#39	P#40	P#41	P#42	INCONSISTENT RESULTS	
Car Sharing	23.4926%	15.6093%	53.5697%	32.6409%	69.3746%	26.9259%	19.0699%	50.1287%	24.3488%	15.0996%	14.5973%	26.5947%	25.4521%	32.2234%	53.7098%	13.8291%	35.5081%	39.4742%	18.5092%	46.6063%	25.7460%	33.3482%	36.2219%	36.5166%	13.5094%	23.2297%	33.9692%	28.3261%	35.8494%	21.8001%	24.8544%	13.0590%	22.9670%	21.0940%	41.9976%	60.1906%	68.9333%	53.0346%	18.6394%	37.2189%	34.6455%	26.6109%	P#5; P#36; P37	
Product Category	P#1	P#2	P#3	P#4	P#5	P#6	P#7	P#8	P#9	P#10	P#11	P#12	P#13	P#14	P#15	P#16	P#17	P#18	P#19	P#20	P#21	P#22	P#23	P#24	P#25	P#26	P#27	P#28	P#29	P#30	P#31	P#32	P#33	P#34	P#35	P#36	P#37	P#38	P#39	P#40	P#41	P#42	INCONSISTENT RESULTS	
Accommodation Sharing	23.4926%	15.6093%	53.5697%	32.6409%	69.3746%	26.9259%	19.0699%	47.6479%	24.3488%	15.7908%	14.5973%	26.5947%	25.4521%	32.2234%	53.7098%	13.8291%	36.2973%	39.4742%	18.5092%	46.6063%	25.7460%	33.3482%	36.2219%	36.5166%	14.9525%	23.2297%	37.1303%	28.3261%	35.8494%	18.2838%	24.8544%	13.7367%	22.9670%	21.0940%	35.9843%	60.1906%	68.9333%	53.0346%	18.6394%	37.2189%	34.6455%	26.6109%	P#5; P#36; P37	
Product Category	P#1	P#2	P#3	P#4	P#5	P#6	P#7	P#8	P#9	P#10	P#11	P#12	P#13	P#14	P#15	P#16	P#17	P#18	P#19	P#20	P#21	P#22	P#23	P#24	P#25	P#26	P#27	P#28	P#29	P#30	P#31	P#32	P#33	P#34	P#35	P#36	P#37	P#38	P#39	P#40	P#41	P#42	INCONSISTENT RESULTS	
Book Sharing	24.5570%	15.6093%	53.5697%	39.7131%	69.3746%	26.9259%	19.0699%	48.6344%	24.3488%	15.0996%	13.3134%	23.3995%	26.6069%	25.0396%	53.7098%	13.8291%	35.9696%	38.2158%	18.5092%	42.6786%	25.7460%	33.3482%	36.2219%	36.5166%	14.8705%	22.6108%	33.9692%	28.3261%	36.3359%	18.2838%	30.8920%	13.7367%	22.9670%	20.8964%	35.9843%	59.7216%	65.1977%	53.0346%	18.7294%	36.6840%	34.3135%	25.8131%	P#5; P#36; P37	
Product Category	P#1	P#2	P#3	P#4	P#5	P#6	P#7	P#8	P#9	P#10	P#11	P#12	P#13	P#14	P#15	P#16	P#17	P#18	P#19	P#20	P#21	P#22	P#23	P#24	P#25	P#26	P#27	P#28	P#29	P#30	P#31	P#32	P#33	P#34	P#35	P#36	P#37	P#38	P#39	P#40	P#41	P#42	INCONSISTENT RESULTS	
Music Sharing	24.5570%	15.6093%	53.5697%	35.9172%	69.3746%	26.9259%	19.0699%	52.0840%	24.3488%	15.0996%	13.3134%	23.3995%	26.6069%	25.0396%	53.7098%	13.8291%	35.9696%	38.2158%	18.5092%	42.6786%	25.7460%	33.3482%	36.2219%	36.5166%	14.8705%	22.6108%	33.9692%	28.3261%	36.3359%	18.2838%	30.8920%	13.7367%	22.9670%	20.8964%	35.9843%	59.7216%	65.1977%	53.0346%	18.7294%	36.6840%	34.9841%	25.8131%	P#5; P#36; P37	
Product Category	P#1	P#2	P#3	P#4	P#5	P#6	P#7	P#8	P#9	P#10	P#11	P#12	P#13	P#14	P#15	P#16	P#17	P#18	P#19	P#20	P#21	P#22	P#23	P#24	P#25	P#26	P#27	P#28	P#29	P#30	P#31	P#32	P#33	P#34	P#35	P#36	P#37	P#38	P#39	P#40	P#41	P#42	INCONSISTENT RESULTS	
Media Sharing	24.5570%	15.6093%	53.5697%	42.9139%	69.3746%	26.9259%	19.0699%	52.0840%	24.3488%	15.0996%	13.3134%	23.3995%	26.6069%	25.0396%	53.7098%	13.8291%	35.9696%	38.2158%	18.5092%	42.6786%	25.7460%	33.3482%	36.2219%	36.5166%	14.8705%	22.6108%	33.9692%	28.3261%	36.3359%	18.2838%	30.8920%	13.7367%	22.9670%	20.8964%	35.9843%	59.7216%	65.1977%	53.0346%	18.7294%	36.6840%	34.9841%	25.8131%	P#5; P#36; P37	
Product Category	P#1	P#2	P#3	P#4	P#5	P#6	P#7	P#8	P#9	P#10	P#11	P#12	P#13	P#14	P#15	P#16	P#17	P#18	P#19	P#20	P#21	P#22	P#23	P#24	P#25	P#26	P#27	P#28	P#29	P#30	P#31	P#32	P#33	P#34	P#35	P#36	P#37	P#38	P#39	P#40	P#41	P#42	INCONSISTENT RESULTS	
Bike Sharing	24.5570%	15.6093%	53.5697%	32.6409%	69.3746%	26.9259%	19.0699%	50.1287%	24.3488%	17.3840%	14.5973%	26.5947%	26.6069%	32.2234%	53.7098%	13.8291%	35.5081%	39.4742%	18.5092%	46.6063%	25.7460%	33.3482%	36.2219%	36.5166%	13.5094%	23.2297%	33.9692%	28.3261%	35.8494%	18.2838%	24.8544%	13.0590%	22.9670%	21.0940%	41.9976%	60.1906%	68.9333%	53.0346%	18.7294%	37.2189%	34.6455%	26.6109%	P#5; P#36; P37	

Table 16 - Final Results Summary – Ranking of Perceptions per Product Category (Excluding Outliers)

The Sharing Economy excluding Outliers				Car Sharing excluding Outliers				Accommodation Sharing excluding Outliers				Book Sharing excluding Outliers				Music Sharing excluding Outliers				Media Sharing excluding Outliers				Bike Sharing excluding Outliers			
THE SHARING ECONOMY EXCLUDING OUTLIERS				CAR SHARING EXCLUDING OUTLIERS				ACCOMMODATION SHARING EXCLUDING OUTLIERS				BOOK SHARING EXCLUDING OUTLIERS				MUSIC SHARING EXCLUDING OUTLIERS				MEDIA SHARING EXCLUDING OUTLIERS				BIKE SHARING EXCLUDING OUTLIERS			
PERCEPTIONS		OVERALL SCORE	RANKING	PERCEPTIONS		OVERALL SCORE	RANKING	PERCEPTIONS		OVERALL SCORE	RANKING	PERCEPTIONS		OVERALL SCORE	RANKING	PERCEPTIONS		OVERALL SCORE	RANKING	PERCEPTIONS		OVERALL SCORE	RANKING	PERCEPTIONS		OVERALL SCORE	RANKING
1	Safety	P13	0.1316 ↗ 13.16%	1	Safety	P13	0.1376 ↗ 13.76%	1	Safety	P13	0.1397 ↗ 13.97%	1	Safety	P13	0.0914 ↗ 9.14%	1	Safety	P13	0.0911 ↗ 9.11%	1	Safety	P13	0.0910 ↗ 9.10%	1	Safety	P13	0.1281 ↗ 12.81%
2	Trust	P11	0.0915 ↗ 9.15%	2	Trust	P11	0.0927 ↗ 9.27%	2	Trust	P11	0.0935 ↗ 9.35%	2	Trust	P11	0.0890 ↗ 8.90%	2	Trust	P11	0.0892 ↗ 8.92%	2	Trust	P11	0.0892 ↗ 8.92%	2	Trust	P11	0.0902 ↗ 9.02%
3	Convenience	P12	0.0689 ↗ 6.89%	3	Convenience	P12	0.0683 ↗ 6.83%	3	Convenience	P12	0.0687 ↗ 6.87%	3	Convenience	P12	0.0775 ↗ 7.75%	3	Convenience	P12	0.0773 ↗ 7.73%	3	Convenience	P12	0.0773 ↗ 7.73%	3	Convenience	P12	0.0704 ↗ 7.04%
4	Perceived Risk	P14	0.0638 ↗ 6.38%	4	Perceived Risk	P14	0.0653 ↗ 6.53%	4	Perceived Risk	P14	0.0632 ↗ 6.32%	4	Risk of non-availability	P10	0.0639 ↗ 6.39%	4	Risk of non-availability	P10	0.0637 ↗ 6.37%	4	Risk of non-availability	P10	0.0637 ↗ 6.37%	4	Perceived Risk	P14	0.0636 ↗ 6.36%
5	Risk of failure	P9	0.0613 ↗ 6.13%	5	Risk of failure	P9	0.0610 ↗ 6.10%	5	Risk of failure	P9	0.0600 ↗ 6.00%	5	Risk of failure	P9	0.0634 ↗ 6.34%	5	Risk of failure	P9	0.0614 ↗ 6.14%	5	Risk of failure	P9	0.0614 ↗ 6.14%	5	Risk of failure	P9	0.0611 ↗ 6.11%
6	Risk of non-availability	P10	0.0567 ↗ 5.67%	6	Risk of non-availability	P10	0.0560 ↗ 5.60%	6	Risk of non-availability	P10	0.0557 ↗ 5.57%	6	Perceived Risk	P14	0.0524 ↗ 5.24%	6	Perceived Risk	P14	0.0523 ↗ 5.23%	6	Perceived Risk	P14	0.0522 ↗ 5.22%	6	Risk of non-availability	P10	0.0583 ↗ 5.83%
7	Absence of costs	P15	0.0469 ↘ 4.69%	7	Absence of costs	P15	0.0465 ↘ 4.65%	7	Predictability of Cost	P2	0.0460 ↘ 4.60%	7	Total Cost of Service	P1	0.0509 ↗ 5.09%	7	Total Cost of Service	P1	0.0510 ↗ 5.10%	7	Total Cost of Service	P1	0.0510 ↗ 5.10%	7	Absence of costs	P15	0.0464 ↘ 4.64%
8	Predictability of Cost	P2	0.0461 ↘ 4.61%	8	Predictability of Cost	P2	0.0459 ↘ 4.59%	8	Absence of costs	P15	0.0457 ↘ 4.57%	8	Predictability of Cost	P2	0.0499 ↗ 4.99%	8	Predictability of Cost	P2	0.0498 ↗ 4.98%	8	Predictability of Cost	P2	0.0497 ↗ 4.97%	8	Predictability of Cost	P2	0.0462 ↘ 4.62%
9	Total Cost of Service	P1	0.0459 ↘ 4.59%	9	Total Cost of Service	P1	0.0458 ↘ 4.58%	9	Total Cost of Service	P1	0.0456 ↘ 4.56%	9	Absence of costs	P15	0.0468 ↗ 4.68%	9	Absence of costs	P15	0.0470 ↗ 4.70%	9	Absence of costs	P15	0.0469 ↗ 4.69%	9	Total Cost of Service	P1	0.0460 ↘ 4.60%
10	Transaction effort	P3	0.0412 ↘ 4.12%	10	Transaction effort	P3	0.0415 ↘ 4.15%	10	Transaction effort	P3	0.0409 ↘ 4.09%	10	Use limitations	P7	0.0435 ↗ 4.35%	10	Use limitations	P7	0.0433 ↗ 4.33%	10	Use limitations	P7	0.0433 ↗ 4.33%	10	Use limitations	P7	0.0411 ↘ 4.11%
11	Use Limitations	P7	0.0399 ↘ 3.99%	11	Use Limitations	P7	0.0392 ↘ 3.92%	11	Use Limitations	P7	0.0388 ↘ 3.88%	11	Transaction effort	P3	0.0430 ↗ 4.30%	11	Transaction effort	P3	0.0429 ↗ 4.29%	11	Transaction effort	P3	0.0429 ↗ 4.29%	11	Transaction effort	P3	0.0404 ↘ 4.04%
12	Inflexibility	P8	0.0380 ↘ 3.80%	12	Inflexibility	P8	0.0380 ↘ 3.80%	12	Inflexibility	P8	0.0378 ↘ 3.78%	12	Inflexibility	P8	0.0417 ↗ 4.17%	12	Inflexibility	P8	0.0416 ↗ 4.16%	12	Inflexibility	P8	0.0416 ↗ 4.16%	12	Inflexibility	P8	0.0390 ↘ 3.90%
13	Pre and post usage effort	P4	0.0355 ↘ 3.55%	13	Pre and post usage effort	P4	0.0354 ↘ 3.54%	13	Pre and post usage effort	P4	0.0352 ↘ 3.52%	13	Pre and post usage effort	P4	0.0372 ↗ 3.72%	13	Pre and post usage effort	P4	0.0372 ↗ 3.72%	13	Pre and post usage effort	P4	0.0371 ↗ 3.71%	13	Environmental friendliness	P16	0.0351 ↘ 3.51%
14	Maintenance effort	P5	0.0340 ↘ 3.40%	14	Environmental friendliness	P16	0.0336 ↘ 3.36%	14	Maintenance effort	P5	0.0335 ↘ 3.35%	14	Maintenance effort	P5	0.0364 ↗ 3.64%	14	Maintenance effort	P5	0.0363 ↗ 3.63%	14	Maintenance effort	P5	0.0362 ↗ 3.62%	14	Fun while using	P18	0.0350 ↘ 3.50%
15	Fun while using	P18	0.0339 ↘ 3.39%	15	Fun while using	P18	0.0336 ↘ 3.36%	15	Fun while using	P18	0.0333 ↘ 3.33%	15	Fun while using	P18	0.0357 ↗ 3.57%	15	Fun while using	P18	0.0354 ↗ 3.54%	15	Fun while using	P18	0.0354 ↗ 3.54%	15	Fun while using	P18	0.0350 ↘ 3.50%
16	Environmental friendliness	P16	0.0335 ↘ 3.35%	16	Maintenance effort	P5	0.0330 ↘ 3.30%	16	Environmental friendliness	P16	0.0313 ↘ 3.13%	16	Environmental friendliness	P16	0.0347 ↗ 3.47%	16	Environmental friendliness	P16	0.0347 ↗ 3.47%	16	Environmental friendliness	P16	0.0347 ↗ 3.47%	16	Maintenance effort	P5	0.0342 ↘ 3.42%
17	Storage effort / space	P6	0.0297 ↘ 2.97%	17	Storage effort / space	P6	0.0290 ↘ 2.90%	17	Storage effort / space	P6	0.0296 ↗ 2.96%	17	Storage effort / space	P6	0.0320 ↗ 3.20%	17	Storage effort / space	P6	0.0320 ↗ 3.20%	17	Storage effort / space	P6	0.0320 ↗ 3.20%	17	Storage effort / space	P6	0.0306 ↘ 3.06%
18	Curiosity	P23	0.0290 ↘ 2.90%	18	Curiosity	P23	0.0248 ↘ 2.48%	18	Curiosity	P23	0.0282 ↗ 2.82%	18	Curiosity	P23	0.0318 ↗ 3.18%	18	Curiosity	P23	0.0312 ↗ 3.12%	18	Curiosity	P23	0.0312 ↗ 3.12%	18	Curiosity	P23	0.0269 ↘ 2.69%
19	Being part of a community	P19	0.0223 ↘ 2.23%	19	Being part of a community	P19	0.0222 ↘ 2.22%	19	Being part of a community	P19	0.0222 ↘ 2.22%	19	Being part of a community	P19	0.0226 ↗ 2.26%	19	Being part of a community	P19	0.0233 ↗ 2.33%	19	Signalling one's personality	P20	0.0233 ↗ 2.33%	19	Signalling one's personality	P20	0.0233 ↗ 2.33%
20	Signalling one's personality	P20	0.0196 ↘ 1.96%	20	Signalling one's personality	P20	0.0196 ↘ 1.96%	20	Signalling one's personality	P20	0.0205 ↗ 2.05%	20	Signalling one's personality	P20	0.0223 ↗ 2.23%	20	Being part of a community	P19	0.0226 ↗ 2.26%	20	Being part of a community	P19	0.0226 ↗ 2.26%	20	Signalling one's personality	P20	0.0197 ↘ 1.97%
21	Need for careful handling	P17	0.0148 ↘ 1.48%	21	Need for careful handling	P17	0.0148 ↘ 1.48%	21	Need for careful handling	P17	0.0156 ↗ 1.56%	21	Need for careful handling	P17	0.0156 ↗ 1.56%	21	Need for careful handling	P17	0.0156 ↗ 1.56%	21	Need for careful handling	P17	0.0156 ↗ 1.56%	21	Need for careful handling	P17	0.0156 ↗ 1.56%
22	Personal attachment	P21	0.0099 ↘ 0.99%	22	Personal attachment	P21	0.0099 ↘ 0.99%	22	Personal attachment	P21	0.0099 ↘ 0.99%	22	Personal attachment	P21	0.0143 ↗ 1.43%	22	Personal attachment	P21	0.0148 ↗ 1.48%	22	Personal attachment	P21	0.0148 ↗ 1.48%	22	Personal attachment	P21	0.0109 ↗ 1.09%
23	Impressing other	P22	0.0061 ↘ 0.61%	23	Impressing other	P22	0.0062 ↘ 0.62%	23	Impressing other	P22	0.0062 ↘ 0.62%	23	Impressing other	P22	0.0068 ↗ 0.68%	23	Impressing other	P22	0.0069 ↗ 0.69%	23	Impressing other	P22	0.0069 ↗ 0.69%	23	Impressing other	P22	0.0062 ↘ 0.62%
		1.00	1.00			1.00	1.00			1.00	1.00			1.00	1.00			1.00	1.00			1.00	1.00			1.00	1.00

Table 17 – Summary Statistics of the Perceptions across the Product Categories

Perceptions	Car		Accommodation		Book		Music		Media		Bike	
	Mean	Std. Dev	Mean	Std. Dev	Mean	Std. Dev	Mean	Std. Dev	Mean	Std. Dev	Mean	Std. Dev
Monetary Perception												
Total cost of service	.0458	0,0192	.0456	0,0197	.0509	.0225	.0510	.0225	.0510	.0225	.0460	.0191
Predictability of cost	.0459	0,0177	.0460	0,0176	.0499	.0216	.0498	.0215	.0497	.0216	.0462	.0176
Absence of costs	.0465	0,0314	.0457	0,0312	.0468	0,0302	.0470	0,0304	.0469	.0302	.0464	.0316
Functional Perception												
Transactional effort	.0415	0,0166	.0409	0,0158	.0430	0,0169	.0429	0,0167	.0429	0,0168	.0404	0,0158
Pre-and-post-usage effort	.0354	0,0164	.0352	0,0164	.0372	0,0172	.0372	0,0172	.0371	0,0172	.0350	0,0165
Maintenance effort	.0330	0,0164	.0335	0,0207	.0364	0,0227	.0363	0,0227	.0362	0,0227	.0342	0,0207
Storage effort / space	.0290	0,0190	.0296	0,0215	.0320	0,0224	.0319	0,0224	.0320	0,0224	.0306	0,0213
Use limitations	.0392	0,0182	.0388	0,0177	.0435	0,0205	.0433	0,0203	.0433	0,0202	.0411	0,0211
Inflexibility	.0380	0,0196	.0378	0,0182	.0417	0,0208	.0416	0,0209	.0416	0,0208	.0390	0,0199
Risk of failure	.0610	0,0241	.0600	0,0230	.0634	0,0301	.0614	0,0252	.0614	0,0252	.0611	0,0243
Risk of non-availability	.0560	0,0204	.0557	0,0202	.0639	0,0285	.0637	0,0286	.0637	0,0285	.0583	0,0215
Experiential Perception												
Trust	.0927	0,0293	.0935	0,0334	.0890	0,0417	.0892	0,0418	.0892	0,0417	.0902	0,0335
Convenience	.0683	0,0240	.0687	0,0225	.0775	0,0306	.0773	0,0304	.0773	0,0304	.0704	0,0253
Safety	.1376	0,0444	.1397	0,0479	.0914	0,0648	.0911	0,0646	.0910	0,0646	.1281	0,0491
Perceived risk	.0653	0,0336	.0632	0,0330	.0524	0,0314	.0523	0,0314	.0522	0,0314	.0636	0,0335
Environmental friendliness	.0336	0,0302	.0313	0,0258	.0347	0,0319	.0347	0,0319	.0347	0,0319	.0351	0,0349
Need for careful handling	.0148	0,0063	.0147	0,0063	.0156	0,0064	.0156	0,0063	.0155	0,0064	.0150	0,0063
Fun while using	.0336	0,0227	.0333	0,0211	.0357	0,0213	.0354	0,0206	.0354	0,0207	.0350	0,0224
Symbolic Perception												
Being part of a community	.0222	0,0208	.0222	0,0208	.0226	0,0208	.0226	0,0208	.0226	0,0208	.0216	0,0207
Signalling one's personality	.0196	0,0221	.0205	0,0242	.0223	0,0258	.0233	0,0269	.0233	0,0269	.0197	0,0221
Personal attachment	.0099	0,0046	.0099	0,0044	.0112	0,0062	.0143	0,0233	.0148	0,0235	.0100	0,0046
Impressing others	.0062	0,0036	.0062	0,0035	.0068	0,0043	.0069	0,0043	.0069	0,0043	.0062	0,0036
Curiosity	.0248	0,0208	.0282	0,0315	.0318	0,0334	.0312	0,0323	.0312	0,0323	.0269	0,0282
Variance - R²	.0013		.0013		.0012		.0012		.0012		.0013	
Sample size - n	42		42		42		42		42		42	

5.3.3 Comparison of Perceptions across Product Categories

The objective was to identify if the perceptions differ across the six product categories namely car, accommodation, book, music, media, and bike. The perception results were compared across the six product categories.

Table 18 provides a summary of the pairwise comparison results which includes the weights, path coefficients, and p-values of the perceptions across the different product categories. A legend is provided at the bottom of Table 18 to illustrate which product categories are compared. The p-value or calculated probability was used in the context of null hypothesis testing in order to quantify the idea of statistical significance of evidence. A null hypothesis was proposed, that is, there is no difference between the product categories with respect to the perceptions (i.e. the sample means or medians are the same). The p-value was determined per perception and per dimension across the product categories (Table 18). The p-value helps to determine the significance of the results and is a number between 0 and 1. The null hypothesis states that there is no difference in the perceptions and it is interpreted in the following way:

- A small p-value (typically ≤ 0.05) indicates strong evidence against the null hypothesis, and the null hypothesis is rejected;
- A large p-value (> 0.05) indicates weak evidence against the null hypothesis, and the null hypothesis is not rejected.

Table 19 graphically displays the perceptions that differs or are the same across the product categories. It is based on the correlation results (Table 18). The following legend represents the perceptions in Table 19 that differ and are the same:

-  Differs
-  Similar

Some of the perceptions do differ across the product categories, while other perceptions were not affected by product category. The statistical information such as the mean and standard deviation of the perceptions are illustrated in Table 17. These results highlighted in Table 17, 18 and 19 are discussed in more detail in chapter 6.

Table 18 – Analysis of Perceptions and Dimensions across Product Categories

Perceptions	Pairwise Comparison Weights						p-value of difference														
	Car	Acc.	Book	Music	Media	Bike	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Monetary Perception																					
Total cost of service	.0458	.0456	.0509	.0510	.0510	.0460	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0
Predictability of cost	.0459	.0460	.0499	.0498	.0497	.0462	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0
Absence of costs	.0465	.0457	.0468	.0470	.0469	.0464	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0
Functional Perception																					
Transactional effort	.0415	.0409	.0430	.0429	.0429	.0404	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0
Pre-and-post-usage effort	.0354	.0352	.0372	.0372	.0371	.0350	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0
Maintenance effort	.0330	.0335	.0364	.0363	.0362	.0342	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0
Storage effort / space	.0290	.0296	.0320	.0319	.0320	.0306	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0
Use limitations	.0392	.0388	.0435	.0433	.0433	.0411	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0
Inflexibility	.0380	.0378	.0417	.0416	.0416	.0390	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0
Risk of failure	.0610	.0600	.0634	.0614	.0614	.0611	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0
Risk of non-availability	.0560	.0557	.0639	.0637	.0637	.0583	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0
Experiential Perception																					
Trust	.0927	.0935	.0890	.0892	.0892	.0902	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0
Convenience	.0683	.0687	.0775	.0773	.0773	.0704	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0
Safety	.1376	.1397	.0914	.0911	.0910	.1281	≤ 0.0	.05	.04	.04	≤ 0.0	.06	.05	.05	≤ 0.0	≤ 0.0	≤ 0.0	.02	≤ 0.0	.01	.01
Perceived risk	.0653	.0632	.0524	.0523	.0522	.0636	≤ 0.0	.00	.00	.00	≤ 0.0	.00	.00	.00	≤ 0.0	≤ 0.0	≤ 0.0	.00	≤ 0.0	.00	.00
Environmental friendliness	.0336	.0313	.0347	.0347	.0347	.0351	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0
Need for careful handling	.0148	.0147	.0156	.0156	.0155	.0150	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0
Fun while using	.0336	.0333	.0357	.0354	.0354	.0350	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0
Symbolic Perception																					
Being part of a community	.0222	.0222	.0226	.0226	.0226	.0216	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0
Signalling one's personality	.0196	.0205	.0223	.0233	.0233	.0197	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0
Personal attachment	.0099	.0099	.0112	.0143	.0148	.0100	≤ 0.0	≤ 0.0	.35	.32	≤ 0.0	≤ 0.0	.31	.28	≤ 0.0	.39	.18	≤ 0.0	≤ 0.0	.36	.33
Impressing others	.0062	.0062	.0068	.0069	.0069	.0062	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0
Curiosity	.0248	.0282	.0318	.0312	.0312	.0269	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0
	Path Coefficient						p-value of difference														
	Car	Acc.	Book	Music	Media	Bike	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Monetary Perception	.1383	.1372	.1477	.1477	.1476	.1386	.91	.06	.10	.11	.24	.97	.99	.98	.85	.04	.05	.18	.01	.14	.13
Functional Perception	.3331	.3314	.3612	.3583	.3583	.3397	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0
Experiential Perception	.4459	.4444	.3964	.3957	.3954	.4373	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0
Symbolic Perception	.0827	.0869	.0948	.0983	.0988	.0843	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0	≤ 0.0

Note: a: car vs. acc.; b: car vs. book; c: car vs. music; d: car vs. media; e: car vs. bike; f: acc. vs. book; g: acc. vs. music; h: acc. vs. media; i: acc. vs bike; j: book vs. music; k: book vs. media; l: book vs. bike; m: music vs. media; n: music vs. bike; o: media vs. bike (Note: p ≤ .05; p ≤ .01; P: Path coefficient; W: Weight.

Table 19 - Difference in Perceptions across the Product Categories

 Differs	 Similar
---	---

Car	Acc.	Bike	Perception	Book	Music	Media
0.0458	0.0456	0.0460	Total cost of service	0.0509	0.0510	0.0510
0.0459	0.0460	0.0462	Predictability of Cost	0.0499	0.0498	0.0497
0.0415	0.0409	0.0404	Transaction effort	0.0430	0.0429	0.0429
0.0354	0.0352	0.0350	Pre-and post-usage effort	0.0372	0.0372	0.0371
0.0330	0.0335	0.0342	Maintenance effort	0.0364	0.0363	0.0362
0.0290	0.0296	0.0306	Storage effort / space	0.0320	0.0319	0.0320
0.0392	0.0388	0.0411	Use limitations	0.0435	0.0433	0.0433
0.0380	0.0378	0.0390	Inflexibility	0.0417	0.0416	0.0416
0.0610	0.0600	0.0611	Risk of failure	0.0634	0.0614	0.0614
0.0560	0.0557	0.0583	Risk of non-availability	0.0639	0.0637	0.0637
0.0927	0.0935	0.0902	Trust	0.0890	0.0892	0.0892
0.0683	0.0687	0.0704	Convenience	0.0775	0.0773	0.0773
0.1376	0.1397	0.1281	Safety	0.0914	0.0911	0.0910
0.0653	0.0632	0.0636	Perceived risk	0.0524	0.0523	0.0522
0.0465	0.0457	0.0464	Absence of costs	0.0468	0.0470	0.0469
0.0336	0.0313	0.0351	Environmental friendliness	0.0347	0.0347	0.0347
0.0148	0.0147	0.0150	Need for careful handling	0.0156	0.0156	0.0155
0.0336	0.0333	0.0350	Fun while using	0.0357	0.0354	0.0354
0.0222	0.0222	0.0216	Being part of a community	0.0226	0.0226	0.0226
0.0196	0.0205	0.0197	Signalling one's personality	0.0223	0.0233	0.0233
0.0099	0.0099	0.0100	Personal attachment	0.0112	0.0143	0.0148
0.0062	0.0062	0.0062	Impressing others	0.0068	0.0069	0.0069
0.0248	0.0282	0.0269	Curiosity	0.0318	0.0312	0.0312

5.3.4 Contrasting Perception of Consumers with and without Access Consumption Experience

The objective was to determine if the perceptions of consumers with and without access consumption experience differ. In determining this, the perceptions of the consumers with access experience were compared with the perceptions of the consumers with no access consumption experience across the different product categories.

Table 20 provides a summary of the correlation probability analysis of the perceptions with and without sharing experience. A null hypothesis was proposed, that is, there is no difference between the perceptions with and without access consumption mode experience (i.e. the sample means or medians are the same). The p-values were identified for all the perceptions dimensions and product categories as illustrated in Table 21.

The p-values were interpreted in the following way:

- A small p-value (typically ≤ 0.05) indicates strong evidence against the null hypothesis and the null hypothesis is rejected (no difference). The p values ≤ 0.05 are reflected in black in Table 20.
- A large p-value (> 0.05) indicates weak evidence against the null hypothesis, and the null hypothesis is not rejected (there is a difference). The p values > 0.05 are highlighted in red in Table 20.

While some of the perceptions were influenced by the participant's sharing experience or lack of sharing experience, other perceptions were not affected by the participant's sharing experience or lack of sharing experience. There is a difference in the monetary and the symbolic perceptions with and without access consumption experience. There is no difference in the experiential and functional perceptions with and without access consumption experience. The results highlighted in Table 20 and 21 are discussed in chapter 6.

Table 20 – Correlation Probability Analysis of Perceptions with and without Sharing Experience

Dimension	Product Category	Car_With Experience	Car_Without Experience	Acc_With Experience	Acc_Without Experience	Book_With Experience	Book_Without Experience	Music_With Experience	Music_Without Experience	Media_With Experience	Media_Without Experience	Bike_With Experience	Bike_Without Experience
Experiential Perception	Car_With Experience	0,00	0,00	0,00	0,00	0,00	0,01	0,01	0,00	0,01	0,00	0,00	0,00
	Car_Without Experience	0,00	0,00	0,00	0,00	0,00	0,01	0,01	0,00	0,01	0,00	0,00	0,00
	Acc_With Experience	0,00	0,00	0,00	0,00	0,00	0,01	0,01	0,00	0,01	0,00	0,00	0,00
	Acc_Without Experience	0,00	0,00	0,00	0,00	0,00	0,01	0,01	0,00	0,01	0,00	0,00	0,00
	Book_With Experience	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00
	Book_Without Experience	0,01	0,01	0,01	0,01	0,00	0,00	0,00	0,00	0,00	0,01	0,00	0,01
	Music_With Experience	0,01	0,01	0,01	0,01	0,00	0,00	0,00	0,00	0,00	0,01	0,00	0,01
	Music_Without Experience	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00
	Media_With Experience	0,01	0,01	0,01	0,01	0,00	0,00	0,00	0,00	0,00	0,01	0,00	0,01
	Media_Without Experience	0,00	0,00	0,00	0,00	0,00	0,01	0,01	0,00	0,01	0,00	0,01	0,00
Functional Perception	Bike_With Experience	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,01	0,00	0,00
	Bike_Without Experience	0,00	0,00	0,00	0,00	0,00	0,01	0,01	0,00	0,01	0,00	0,00	0,00
	Car_With Experience	0,00	0,01	0,00	0,00	0,00	0,00	0,00	0,01	0,00	0,00	0,00	0,00
	Car_Without Experience	0,01	0,00	0,01	0,00	0,00	0,01	0,00	0,00	0,01	0,00	0,00	0,00
	Acc_With Experience	0,00	0,01	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00
	Acc_Without Experience	0,00	0,00	0,00	0,00	0,00	0,01	0,00	0,01	0,00	0,00	0,01	0,00
	Book_With Experience	0,00	0,00	0,00	0,00	0,00	0,01	0,00	0,01	0,00	0,01	0,00	0,00
	Book_Without Experience	0,00	0,01	0,00	0,01	0,01	0,00	0,00	0,00	0,00	0,00	0,00	0,00
	Music_With Experience	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00
	Music_Without Experience	0,01	0,00	0,00	0,01	0,01	0,00	0,00	0,00	0,00	0,01	0,00	0,00
Monetary Perception	Media_With Experience	0,00	0,01	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00
	Media_Without Experience	0,00	0,00	0,00	0,00	0,01	0,00	0,00	0,01	0,00	0,00	0,01	0,00
	Bike_With Experience	0,00	0,00	0,00	0,01	0,00	0,00	0,00	0,00	0,00	0,01	0,00	0,00
	Bike_Without Experience	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00
	Car_With Experience	0,00	0,14	0,50	0,33	0,61	0,49	0,39	0,96	0,48	0,10	0,30	0,14
	Car_Without Experience	0,14	0,00	0,36	0,20	0,48	0,62	0,26	0,90	0,35	0,04	0,17	0,01
	Acc_With Experience	0,50	0,36	0,00	0,16	0,12	0,98	0,10	0,54	0,01	0,40	0,19	0,35
	Acc_Without Experience	0,33	0,20	0,16	0,00	0,28	0,82	0,06	0,70	0,15	0,24	0,03	0,19
	Book_With Experience	0,61	0,48	0,12	0,28	0,00	0,90	0,22	0,43	0,13	0,51	0,31	0,47
	Book_Without Experience	0,49	0,62	0,98	0,82	0,90	0,00	0,88	0,48	0,97	0,58	0,79	0,63
Symbolic Perception	Music_With Experience	0,39	0,26	0,10	0,06	0,22	0,88	0,00	0,64	0,09	0,30	0,09	0,25
	Music_Without Experience	0,96	0,90	0,54	0,70	0,43	0,48	0,64	0,00	0,55	0,94	0,73	0,89
	Media_With Experience	0,48	0,35	0,01	0,15	0,13	0,97	0,09	0,55	0,00	0,38	0,18	0,34
	Media_Without Experience	0,10	0,04	0,40	0,24	0,51	0,58	0,30	0,94	0,38	0,00	0,20	0,05
	Bike_With Experience	0,30	0,17	0,19	0,03	0,31	0,79	0,09	0,73	0,18	0,20	0,00	0,16
	Bike_Without Experience	0,14	0,01	0,35	0,19	0,47	0,63	0,25	0,89	0,34	0,05	0,16	0,00
	Car_With Experience	0,00	0,13	0,00	0,01	0,03	0,08	0,01	0,08	0,01	0,82	0,10	0,00
	Car_Without Experience	0,13	0,00	0,12	0,08	0,06	0,39	0,08	0,13	0,06	0,94	0,05	0,18
	Acc_With Experience	0,00	0,12	0,00	0,00	0,02	0,08	0,00	0,10	0,00	0,84	0,07	0,00
	Acc_Without Experience	0,01	0,08	0,00	0,00	0,00	0,11	0,00	0,15	0,00	0,98	0,02	0,02

Table 21 – Summary of Statistical Information of Perceptions with and without Sharing Experience

Dimension	Product Category	N	Mean	Std Dev	Sum	Minimum	Maximum
Experiential Perception	Car With Experience	7	0,0636	0,0414	0,4450	0,0145	0,1372
	Car Without Experience	7	0,0655	0,0494	0,4587	0,0128	0,1422
	Acc With Experience	7	0,0641	0,0424	0,4484	0,0143	0,1370
	Acc Without Experience	7	0,0626	0,0442	0,4380	0,0153	0,1441
	Book With Experience	7	0,0569	0,0299	0,3983	0,0157	0,0973
	Book Without Experience	7	0,0563	0,0301	0,3938	0,0156	0,0953
	Music With Experience	7	0,0562	0,0279	0,3932	0,0155	0,0890
	Music Without Experience	7	0,0583	0,0412	0,4080	0,0159	0,1223
	Media With Experience	7	0,0555	0,0277	0,3887	0,0159	0,0862
	Media Without Experience	7	0,0649	0,0538	0,4540	0,0122	0,1499
	Bike With Experience	7	0,0562	0,0273	0,3934	0,0173	0,0958
	Bike Without Experience	7	0,0646	0,0429	0,4525	0,0142	0,1392
Functional Perception	Car With Experience	8	0,0416	0,0111	0,3330	0,0292	0,0607
	Car Without Experience	8	0,0416	0,0141	0,3330	0,0265	0,0649
	Acc With Experience	8	0,0401	0,0112	0,3210	0,0267	0,0586
	Acc Without Experience	8	0,0435	0,0106	0,3480	0,0343	0,0622
	Book With Experience	8	0,0430	0,0091	0,3441	0,0351	0,0592
	Book Without Experience	8	0,0479	0,0171	0,3835	0,0280	0,0744
	Music With Experience	8	0,0444	0,0109	0,3549	0,0323	0,0612
	Music Without Experience	8	0,0467	0,0162	0,3739	0,0302	0,0776
	Media With Experience	8	0,0450	0,0110	0,3599	0,0331	0,0642
	Media Without Experience	8	0,0429	0,0185	0,3433	0,0220	0,0801
	Bike With Experience	8	0,0468	0,0079	0,3740	0,0368	0,0611
	Bike Without Experience	8	0,0410	0,0126	0,3278	0,0285	0,0632
Monetary Perception	Car With Experience	3	0,0455	0,0008	0,1365	0,0447	0,0463
	Car Without Experience	3	0,0533	0,0136	0,1599	0,0417	0,0682
	Acc With Experience	3	0,0450	0,0012	0,1349	0,0440	0,0463
	Acc Without Experience	3	0,0470	0,0020	0,1409	0,0447	0,0481
	Book With Experience	3	0,0525	0,0039	0,1575	0,0484	0,0562
	Book Without Experience	3	0,0449	0,0010	0,1348	0,0441	0,0461
	Music With Experience	3	0,0478	0,0021	0,1433	0,0453	0,0492
	Music Without Experience	3	0,0558	0,0027	0,1674	0,0541	0,0589
	Media With Experience	3	0,0496	0,0026	0,1489	0,0467	0,0517
	Media Without Experience	3	0,0454	0,0025	0,1363	0,0432	0,0481
	Bike With Experience	3	0,0526	0,0020	0,1579	0,0514	0,0549
	Bike Without Experience	3	0,0440	0,0005	0,1319	0,0434	0,0444
Symbolic Perception	Car With Experience	5	0,0171	0,0085	0,0856	0,0063	0,0257
	Car Without Experience	5	0,0097	0,0033	0,0484	0,0050	0,0138
	Acc With Experience	5	0,0191	0,0108	0,0956	0,0056	0,0313
	Acc Without Experience	5	0,0146	0,0064	0,0729	0,0071	0,0232
	Book With Experience	5	0,0200	0,0124	0,1001	0,0074	0,0378
	Book Without Experience	5	0,0176	0,0089	0,0880	0,0061	0,0284
	Music With Experience	5	0,0217	0,0109	0,1087	0,0069	0,0355
	Music Without Experience	5	0,0102	0,0028	0,0509	0,0066	0,0141
	Media With Experience	5	0,0205	0,0102	0,1025	0,0070	0,0338
	Media Without Experience	5	0,0133	0,0074	0,0664	0,0059	0,0242
	Bike With Experience	5	0,0149	0,0100	0,0747	0,0058	0,0313
	Bike Without Experience	5	0,0175	0,0086	0,0877	0,0064	0,0254

5.4 Summary of Results

The demographics of the participants, the key drivers influencing the shared economy, the level of consumer satisfaction, the consumer's preferred consumption mode and the participation across the six product categories in the last 12 months and intended participation in the next 12 months were discovered and presented.

Knowledge and insight into the key perceptions influencing participation in the shared economy and the barriers inhibiting participation in the shared economy were identified across the six different product categories. These perceptions were ranked to determine the degree of importance of the perceptions across the six different product categories for the shared economy. The findings on whether there is a difference in the perceptions across the different product categories and if the perceptions of the consumers with and without sharing experience differ were presented.

The attitude of the South African consumers who participated in this research, was found to consistently favourable towards access than the attitude towards ownership across all product categories, except for bike sharing. These findings are discussed in more detail in Chapter 6.

CHAPTER 6: DISCUSSION OF THE RESULTS

This chapter considers each of the research questions that emanate from the research objectives discussed within the context of the literature in Chapter 2, the theoretical framework in Chapter 3 and the results summarized in Chapter 5. It seeks to find evidence that confirms or refutes the research questions focusing on the shift from ownership to access in South Africa: The shared economy.

6.1 Introduction

The conceptual research framework (Figure 23) provides a graphical representation of the phenomenon studied and the relationship among the shared economy, attitude, behaviour, key drivers, product categories and the theoretical framework. This research on the shared economy was conducted using the Decomposed Theory of Planned Behaviour (DTPB). The research focuses on the choice of consumption modes namely, access and ownership, and the shift in consumer behaviour from ownership to access. Access based consumption is becoming an alternate mode to ownership and the position on consumer markets has changed. The trend towards accessing goods rather than owning them is a major trend affecting consumers, society, and businesses (Belk, 2013b; Lamberton & Rose, 2013; Lovelock & Gummerson, 2004). The literature review resulted in identifying four dimensions to which the twenty-three identified perceptions were assigned.

6.2 Demographic Profile and Consumer Segments of Participants

By questioning consumers in South Africa about their experiences in the sharing economy across the six different types of product categories, three different groups of customers were identified. The three customer groups identified were non-sharers, re-sharers, and neo-sharers as illustrated in Figure 46 (Owyang, J., Samuel, A. and Grenville, A.; 2014).

- **Non-Sharers:** Non-sharers are consumers who have not engaged in the collaborative economy (Owyang, J., Samuel, A. and Grenville, A.; 2014). Many of these consumers intend to try sharing services in the next 12 months so they are key target audience for both established businesses and sharing start-ups.

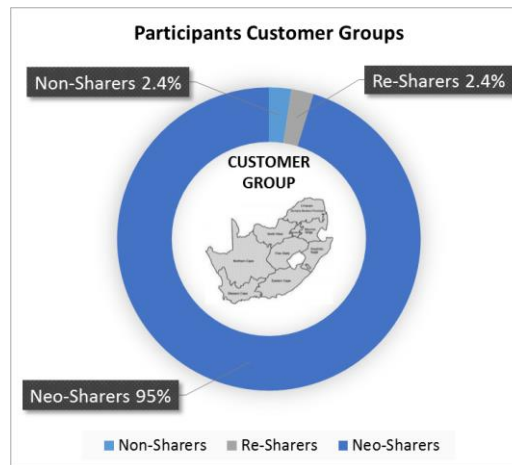


Figure 46 - Types of Customer Groups

- **Re-Sharers:** Re-sharers are consumers who have engaged in the collaborative economy (Owyang, J., Samuel, A. and Grenville, A.; 2014). They buy and/or sell pre-owned goods online using well-established services like Bid or buy / OLX or Gumtree. While many of these consumers intend to try other kinds of sharing services in the next 12 months, they have not done any neo-sharing in the past 12 months.
- **Neo-Sharers:** Neo-sharers are consumers who are already using emerging sharing services (Owyang, J., Samuel, A. and Grenville, A.; 2014). In the last 12 months, these consumers have used at least one of the latest generation platforms or apps, like Uber, Airbnb, ShowMax (video streaming), or Apple Music (music streaming).

According to the results, 95% of the participants are neo-sharers, 2.4% re-sharers and 2.4% are non-sharers. This denotes that 95% of the participants have sharing experience and 5% do not have previous sharing experience. The information and knowledge gathered from the neo-sharers about their experience of sharing, provides valuable insight and understanding about who makes up the shared economy and how organisations can service these consumers in the future.

The demographic profile of the participants and their participation across the different product categories are summarised:

Gender

The dominant participants are males for car (51.4%), music (51.5%), and media (52.8%) sharing, while the dominant participants are females for accommodation (52%), book (52.2%), and bike (63.6%) sharing (Figure 47). The gender distribution is well distributed across the product categories, except for bike sharing.

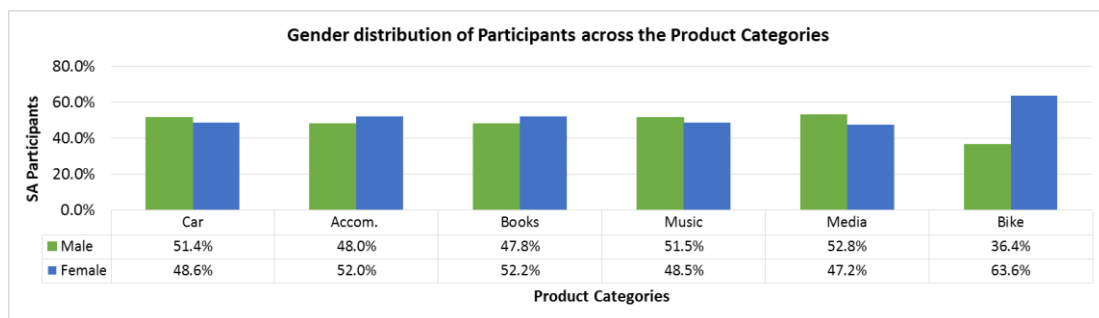


Figure 47 - Gender distribution of Participants

Ethnic Group

The majority of the participants are from the Black ethnic group for car (35.1%), accommodation (40.0%), book (34.8%), music (39.4%), and media (36.1%) sharing, except for bike sharing (18.2%). This is trailed by the White ethnic group for car (32.4%), book (30.4%), music (30.3%), and media (30.6%) sharing. The minority ethnic group is Coloured for car (13.5%), accommodation (8%), media (13.9%), and bike (9.1%) sharing. The participation of the Indian ethnic group is in second place for accommodation (28%), and sharing the first place with the White ethnic group for bike sharing (36.4%) (Figure 48).

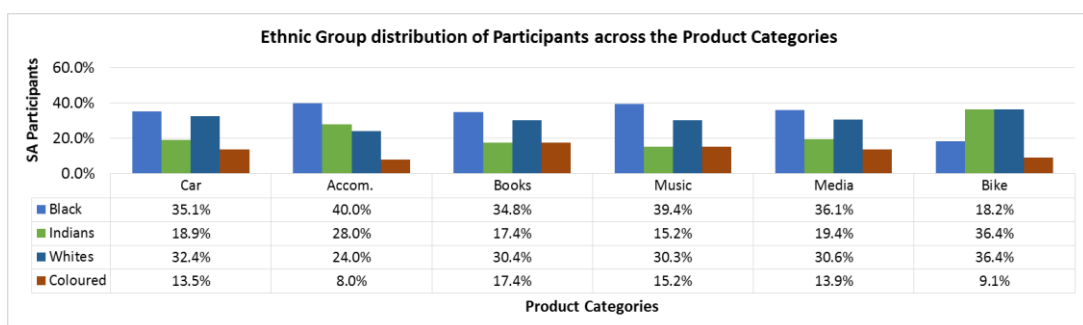


Figure 48 – Ethnic distribution of Participants

Age

According to the results (Figure 49), the age group “26 – 35 years” is the most dominant age group participating in car (40.5%), accommodation (36.0%), book (43.5%), music (45.5%), and media (38.9%) sharing. The most dominate age group for bike sharing is the “46 – 59 years”, which represents 45.5% of the participating sample. The 60 + years age group did not participate in the shared economy. The age group “18 – 25 years” was the minority age group participants across all product categories after the 60 + years age groups.

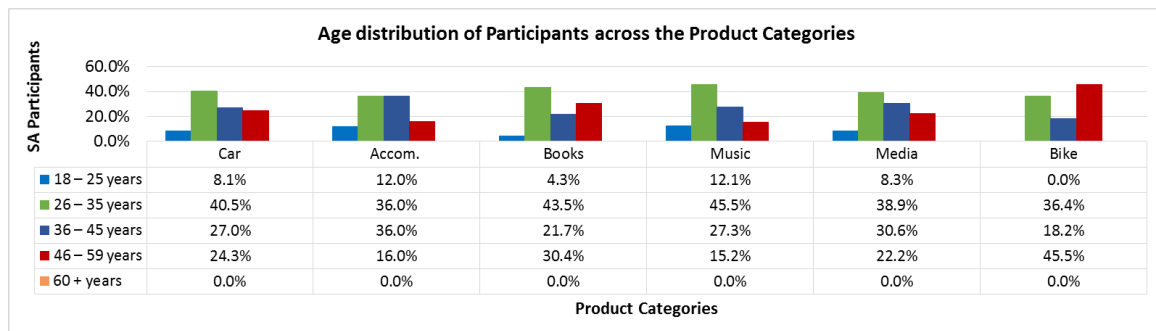


Figure 49 – Age distribution of Participants

The “36 – 45 years” represents the second group of participants engaging in car (27%), accommodation (36.0%), music (27.3%), and media (30.6%). For car sharing, the most dominant participating age group is “26 – 35 years”, followed by the “36 – 45 years” and the worst being the “18 – 25 years and the 60 + years.

For accommodation sharing, the most dominant participating age group is “26 – 35 years”, and the “36 – 45 years” and the worst being the “18 – 25 years and the 60 + years. For book sharing, the most dominant participating age group is “26 – 35 years”, followed by the “46 – 59 years” and the worst being the “18 – 25 years and the 60 + years. For music sharing, the most dominant participating age group is “26 – 35 years”, followed by the “36 – 45 years” and the worst being the “18 – 25 years and the 60 + years. For media sharing, the most dominant participating age group is “26 – 35 years”, followed by the “36 – 45 years” and the worst being the “18 – 25 years and the 60 + years. For bike sharing, the most dominant participating age group is “46 – 59 years”, followed by the “26 – 35 years” and the worst being the “18 – 25 years and the 60 + years.

Location

The majority of the participants sampled are from Gauteng (Figure 50). The majority of the participants sampled from Gauteng are actively participating in all the product categories researched within the shared economy. These locations represent the three major provinces of South Africa and are the three most densely populated urban areas in the country.

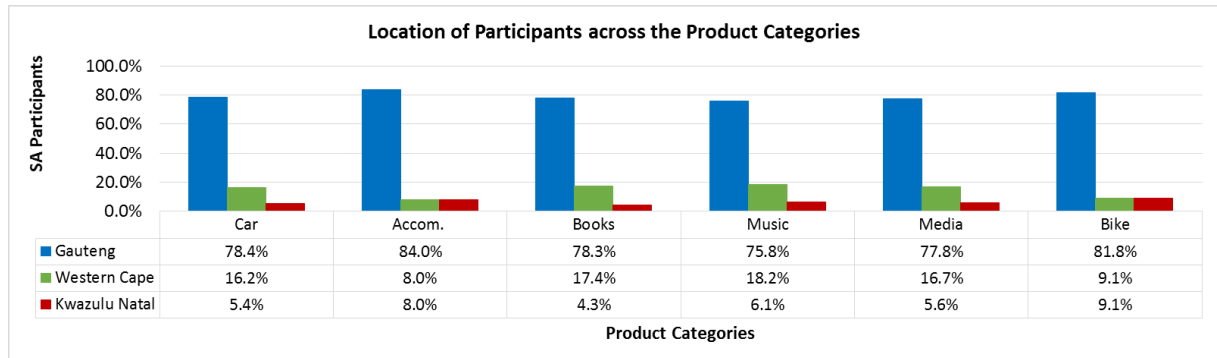


Figure 50 – Location of Participants

Academic Level

The participants with a postgraduate degree qualification sampled, are the most dominant, and are participating in car (73%), accommodation (60.0%), books (65.2%), music (69.7%), media (69.4%), and bike (63.6%) sharing (Figure 51).

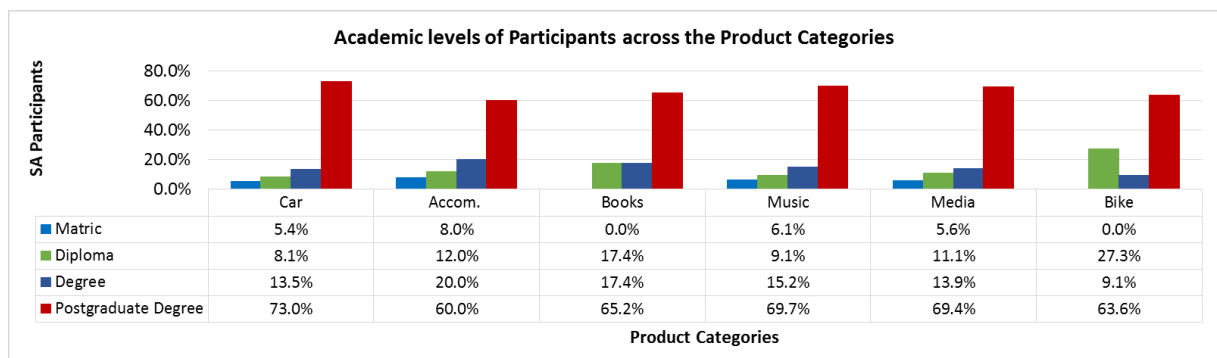


Figure 51 – Academic levels of Participants

The participants with degrees are the second most dominant group participating in the different product categories within the shared economy, with the exception of bike sharing. The participants with a diploma qualification are the third most dominant group participating in the different product categories within the shared economy, with

the exception of bike sharing in which they are the second highest participating group. The participants with a matric qualification are participating the least across the different product categories.

According to the results, there is a correlation between the qualification of the participants sampled and the level of participation. The higher the qualification of the participants sampled, the higher the level of participation. This is reflected in figure 98 for car, accommodation, book, music, and media sharing. In the case of bike sharing the participants holding a postgraduate degree were the most engaged, followed by the participants holding a diploma, then degree and lastly matric qualification.

Size of Household

According to Figure 52, for car sharing, the most dominant are the participants with a household size of two people, followed by one person. The least dominant is the household with more than four people. For accommodation sharing, the most dominant are the participants with a household size of three people, followed by two people. The least dominant is the household with four people. For music sharing, the most dominant are the participants with a household size of one person, followed by two and three people respectively. The least dominant is the household with more than four people. For media sharing, the most dominant are the participants with a household size of one or two people. The least dominant is the household with four and more than four people.

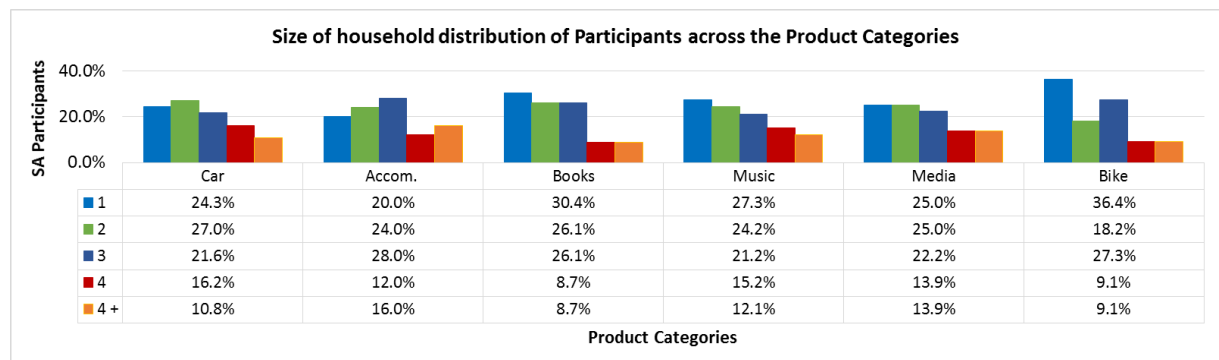


Figure 52 – Size of household of Participants

For book sharing, the most dominant are the participants with a household size of one person, followed by two and three people respectively. The least dominant is the household with four and more than four people. For music sharing, the most dominant are the participants with a household size of one person, followed by two and three people respectively. The least dominant is the household with more than four people. For media sharing, the most dominant are the participants with a household size of one or two people. The least dominant is the household with four and more than four people.

For bike sharing, the most dominant are the participants with a household size of one person, followed by three people. The least dominant is the household with four and more than four people.

Income Category

According to the results (Figure 53), the participants earning the highest income in excess of R 1 million rand per annum are the consumers who have embraced the shared economy the most. This is dominant across all the product categories. The second most engaged participants for car, music, and bike sharing are the participants earning between R 751k and R 1 million rand per annum.

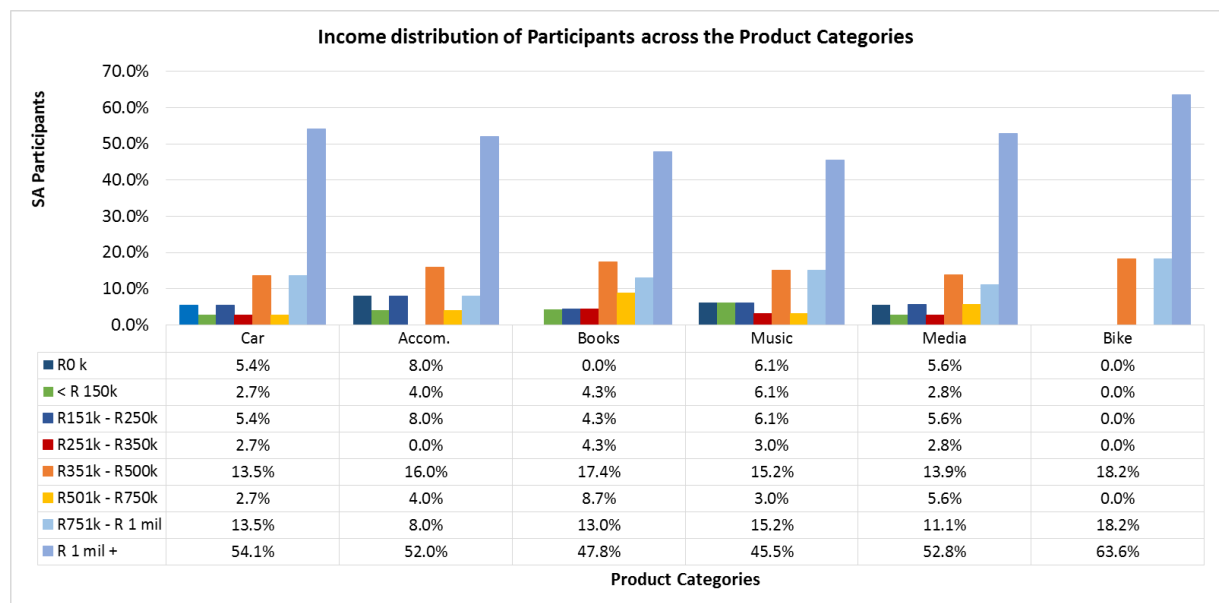


Figure 53 – Income distribution of Participants

The participants earning between R 351k and R 500k have also embraced the sharing economy and are actively participating in car, accommodation, books, music, media, and bike sharing. These participants represent the middle-class citizens in South Africa. The participants earning less than R 151k and between R 251 k and R 350k per annum have not actively embraced the sharing economy and their level of participating is relatively low across the product categories.

Industry Types

According to the results (Figure 54), the dominant participants across all the product categories are employed in the non-sharing types of industries. The participants employed in semi-sharing types of industries trail those employed in the non-sharing types of industries. The participants employed in the sharing type of industries are the least active in the shared economy, however only 5% of the participants sampled are employed in industries involved in the sharing economy.

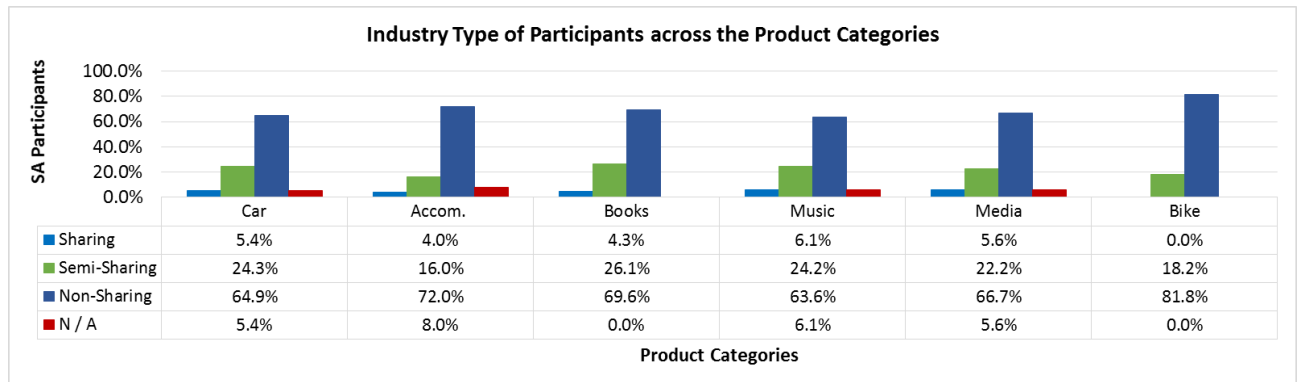


Figure 54 – Industry type of Participants

Table 22 represent the summary of the demographics across all the product categories.

Table 22 – Demographics of Participants across the Product Categories

Criteria	Car (n = 37)	Accom. (n = 25)	Books (n = 23)	Music (n = 33)	Media (n = 36)	Bike (n = 11)
Gender						
Male	51.4%	48.0%	47.8%	51.5%	52.8%	36.4%
Female	48.6%	52.0%	52.2%	48.5%	47.2%	63.6%
Ethnic Group						
Black	35.1%	40.0%	34.8%	39.4%	36.1%	18.2%
Indians	18.9%	28.0%	17.4%	15.2%	19.4%	36.4%
Whites	32.4%	24.0%	30.4%	30.3%	30.6%	36.4%
Coloured	13.5%	8.0%	17.4%	15.2%	13.9%	9.1%
Age Category						
18 – 25 years	8.1%	12.0%	4.3%	12.1%	8.3%	0.0%
26 – 35 years	40.5%	36.0%	43.5%	45.5%	38.9%	36.4%
36 – 45 years	27.0%	36.0%	21.7%	27.3%	30.6%	18.2%
46 – 59 years	24.3%	16.0%	30.4%	15.2%	22.2%	45.5%
60 + years	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Location						
Gauteng	78.4%	84.0%	78.3%	75.8%	77.8%	81.8%
Western Cape	16.2%	8.0%	17.4%	18.2%	16.7%	9.1%
KwaZulu-Natal	5.4%	8.0%	4.3%	6.1%	5.6%	9.1%
Academic Levels						
Matric	5.4%	8.0%	0.0%	6.1%	5.6%	0.0%
Diploma	8.1%	12.0%	17.4%	9.1%	11.1%	27.3%
Degree	13.5%	20.0%	17.4%	15.2%	13.9%	9.1%
Postgraduate Degree	73.0%	60.0%	65.2%	69.7%	69.4%	63.6%
Size of Household						
1	24.3%	20.0%	30.4%	27.3%	25.0%	36.4%
2	27.0%	24.0%	26.1%	24.2%	25.0%	18.2%
3	21.6%	28.0%	26.1%	21.2%	22.2%	27.3%
4	16.2%	12.0%	8.7%	15.2%	13.9%	9.1%
4 +	10.8%	16.0%	8.7%	12.1%	13.9%	9.1%
Income Category						
R0 k	5.4%	8.0%	0.0%	6.1%	5.6%	0.0%
< R 150k	2.7%	4.0%	4.3%	6.1%	2.8%	0.0%
R151k - R250k	5.4%	8.0%	4.3%	6.1%	5.6%	0.0%
R251k - R350k	2.7%	0.0%	4.3%	3.0%	2.8%	0.0%
R351k - R500k	13.5%	16.0%	17.4%	15.2%	13.9%	18.2%
R501k - R750k	2.7%	4.0%	8.7%	3.0%	5.6%	0.0%
R751k - R 1 mil	13.5%	8.0%	13.0%	15.2%	11.1%	18.2%
R 1 mil +	54.1%	52.0%	47.8%	45.5%	52.8%	63.6%
Industry Type						
Sharing	5.4%	4.0%	4.3%	6.1%	5.6%	0.0%
Semi-Sharing	24.3%	16.0%	26.1%	24.2%	22.2%	18.2%
Non-Sharing	64.9%	72.0%	69.6%	63.6%	66.7%	81.8%
N / A	5.4%	8.0%	0.0%	6.1%	5.6%	0.0%
Ownership - Product category						
Yes	83.3%	19.0%	100.0%	81.0%	73.8%	35.7%
No	16.7%	81.0%	0.0%	19.0%	26.2%	64.3%
Access Consumption Experience						
Yes	88.1%	59.5%	54.8%	78.6%	85.7%	26.2%
No	11.9%	40.5%	45.2%	21.4%	14.3%	73.8%

6.3 Discussion of the Attitude and Perception towards Access and Ownership

According to literature review and results presented in Chapter 2 and 3 respectively, South Africans are embracing the sharing economy and the sharing economy is growing in South Africa. The results show that the access consumption mode is more important than ownership. 66.7% of the South African participants sampled considered the access consumption mode more important than ownership. 33.3% believed that ownership is more important and thus selected ownership over access (Figure 29). According to the data, the majority of the participants are satisfied with the shared economy. The participants sampled exhibits a high level of satisfaction with the shared economy. 19% are extremely satisfied, 55% satisfied, and 24% neither satisfied nor dissatisfied (Figure 30). Only 1 out of 42 participants, which represents 2% of the sample was not satisfied with the shared economy as this participant (#35) stated:

“There is room for improvement e.g. Airbnb etc.” (#35)

The feeling or emotion experienced by the majority of the South African consumers sampled when thinking of or participating in the shared economy is happiness, followed by anticipation and surprise. 43% of the participants sampled indicated that they felt happiness, 26% felt a sense of anticipation, and 7% were surprised. No participants felt a sense of anger, disgust, sadness, or fear (Figure 31).

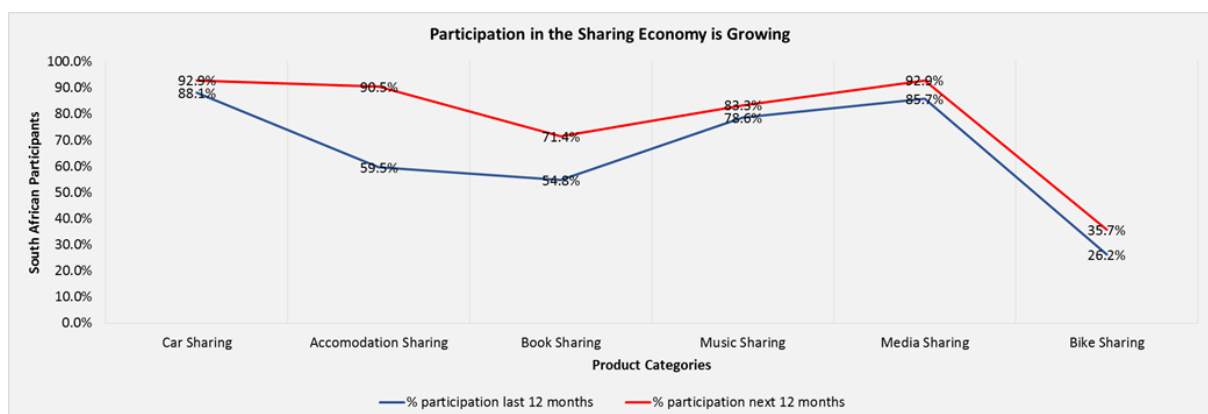


Figure 55 - Participation in the Share Economy is growing

There is a shift from ownership to access as more consumers intend to try sharing in the next 12 months relative to those who have tried it in the last 12 months (Fig. 55).

The standard distribution for sharing shows that the sharing experience in the next 12 months is above average (Table 9). It also shows an increase from the distribution of the last 12 months (Table 8). 95% of the participants sampled are engaging in the shared economy. This represents a high level of participation amongst the sample (Figure 28).

Almost two third of the participants sampled, considered the access consumption mode more important than ownership as this participant (#26) stated:

“Sharing is carefree and there is no sense of responsibility.” (#26)

A third of the participants believed that the ownership consumption mode is more important than the access consumption mode as these participants (#22 and #23) stated:

“Ownership is the ultimate.” (#22)

“The background of our country, South Africa influences ownership. Ownership is a sense of accomplishment although car ownership feels like a liability.” (#23)

The results show that consumers are willing to engage in the shared economy and considers the access consumption mode as an alternative to ownership.

6.3.1 Discussion of the Key Drivers influencing the Shared Economy

The key drivers influencing the sharing economy in South Africa (Figure 33) in order of priority are economic, technological, social, and environmental respectively. The economic driver was identified as the most important driver and constituted approximately 60% of the influence on the consumer. The technological driver constituted 21%, followed by the social driver 17% and lastly the environmental drivers has 2% of influence on the consumer.

Two additional drivers were identified through the interviews, namely legal and political. The legal driver was considered more influential than the political driver in South Africa.

Economic: The first driver is economic. Consumers are becoming more cost conscious as the affordability of products and services become more demanding. The consumer's interest in maximising the utilisation of resource, saving costs and creating new sources of income and revenue is important. The economic distribution is skewed. With a mean of 1.6 and a standard deviation of 0.85 (Table 10), this distribution indicates that the economic factor is a very influential key driver in the shared economy. This fosters the growth of the access based consumption mode as access offerings enabled consumers to consume expensive goods without having to bear the high initial capital expenses.

Technological: The second driver influencing the change is the emergence of new generation technology devices, social platforms, sensors, apps, geo-location technology, and payment systems. While sharing is an old social practice (Belk, 2010), it is currently being expanded and redefined into an exploding "sharing economy" through the addition of information technologies. These technologies enable the provision of more convenient and cost-effective access services as compared to traditional rental offerings (Lovelock & Gummesson, 2004). With a mean of 2.2 and a standard deviation of 0.9 (Table 10), this distribution indicates that technology is a high influencing driver in the shared economy.

Social: The third driver is social. The desire for an independent lifestyle and community, the sense of belonging as well as the changes in culture is changing consumer attitude and behaviour towards access over ownership (Botsman, 2011). The social distribution is not skewed. With a mean of 2.5 and a standard deviation of 0.84 (Table 10), this distribution indicates that the social factors are only a moderately influential key driver in the shared economy.

Environmental: The fourth driver of change is environmental and includes sustainability. This increased environmental consciousness is favourable for the adoption of the access based consumption services, as it is believed to allow more efficient resource utilisation (Gansky, 2010). With a mean of 3.6 and a standard deviation of 0.72 (Table 10), the results indicates that the environmental factors are considered of low importance as a key driver for the shared economy in South Africa.

6.3.2 Discussion on Hierarchy of Needs (Maslow's Theory)

Maslow wanted to understand what motivates people and he believed that people possess a set of motivation systems (Maslow, 1943). Individuals can however satisfy their hierarchy of needs and desires through different consumption modes namely, ownership and / or access. The participants were probed on the importance of ownership across the six products categories. The results across the product categories are summarised as follows:

Car: Majority of the participants selected car ownership in South Africa as important. 64% of the participants prefer to own their own car, while 36% do not feel it is important to own a car (Figure 34).

Accommodation: Majority of participants selected home ownership as extremely important. Approximately 86% feel it is extremely important, 7% feel it is important, but not a big priority, and the remaining 7% stating that they may purchase one if they really need it, but indifferent otherwise (Figure 35).

Book: Majority of participants selected the book ownership option. 43% of the sampled participants prefer to own their own books, while 28% do not feel it is important to own a book (Figure 36).

Music: Majority of participants (43%) selected the music access option; I do not feel strongly about it. 24% do not intend to purchase music in the near future, 19% might purchase one if they really need it, but indifferent otherwise, 9% feel it is important, but not a big priority, and the remaining 5% feel it is extremely important (Figure 37).

Media: 10% preferred to own their media, while 76% did not feel strongly about media ownership (Figure 38).

Bike: 62% of participants selected the bike access option, I do not feel strongly about it. 14% feel it is extremely important, 10% feel it is important, but not a big priority, 9% might purchase one if I really need it, but indifferent otherwise, and the remaining 5% do not intend to purchase a bike in the near future (Figure 39).

6.3.3 Discussion on Ownership and Participation in the Shared Economy

The participants were probed on their current ownership status and participation in the shared economy. The results are as follows:

Car: 83% of the participants own their car, while 17% do not own their own car (Figure 40). Based on the results, Uber was the most popular car sharing services in SA. Of the participants interviewed who participated in car sharing in the last 12 months, 81% used Uber, 11.9% used Uber and / or other traditional car rentals services such as Good-fellows, Zebra Cab, Orange Cab, SA Cab and Yellow Cab (Fig 56).

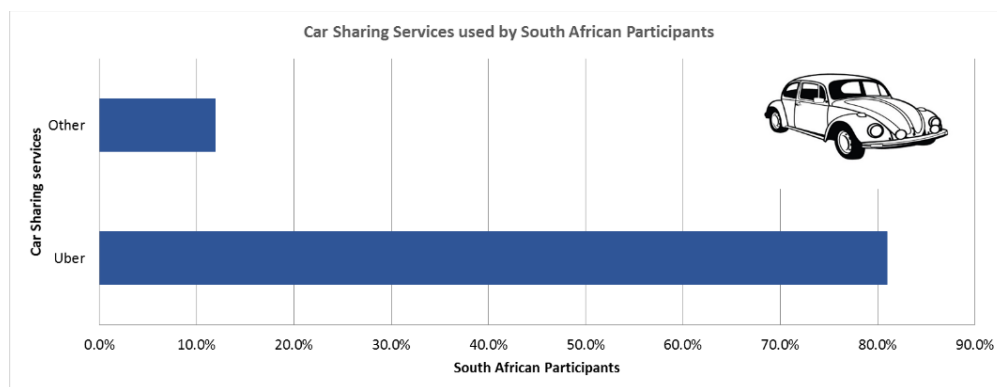


Figure 56 - Car Sharing Services used by SA Participants in the last 12 Months

Uber currently operates in Johannesburg, Pretoria, Durban, Cape Town, and Port Elizabeth. Johannesburg is their biggest market in SA, followed by Cape Town. According to Uber (Business Day, May 2016), Uber facilitated 1 million trips through the platform in SA in 2014 (Jan – Dec 2014) and 2 million in the first half of 2015 (Jan – Jun 2015). Uber doubled the number of trip in SA in 6 months (Figure 57).

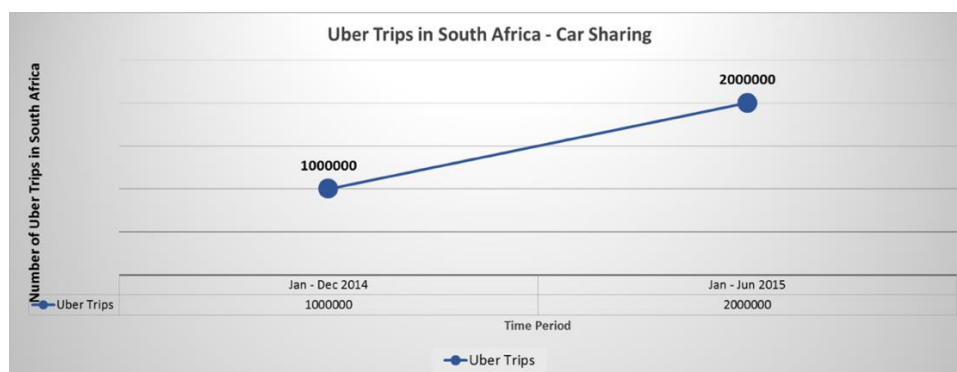


Figure 57 - Uber Trips in South Africa (Source: Uber as of Nov 2016)

The reasons cited by participants #2, #18, #35, #38, #41, and #42 for not owning a car are:

“Physical constraints of living in the CBD, having the ability to walk to work and working close to where I live, and able to use the Gautrain.” (#2)

*“Currently an intern and my contract is not fixed or permanent, financial constraints”
(18)*

“I Uber, the associated costs are lower than owning a car.” (#35)

“Affordability is a concern.” (#38 and #41)

“Cannot afford a car yet.” (#42)

The main reason given by the participants for not owning a car is affordability constraints.

The additional perceptions (identified through the open discussion with the participants) influencing participation in car sharing in South Africa in order of priority is responsible behaviour, predictability of arrivals (pick-up time), availability, quality of service / product, reputation, productivity and brand.

Accommodation: 68% of the participants own residential property, 17% own holiday / vacation homes, and 13% invested in timeshare as illustrated by figure 41. It is evident from the distribution illustrated in Table 19 that owning residential property or accommodation is of the highest importance for the participants sampled. This is evident in the mean of 4.8 (of vital importance) and the small standard deviation of 0.56. Based on the results, Airbnb was the most popular accommodation sharing services in SA. Of the participants who engaged in accommodation sharing in the last 12 months, 33.3% used Airbnb, and 28.6% used other traditional accommodation rentals services (Figure 58).

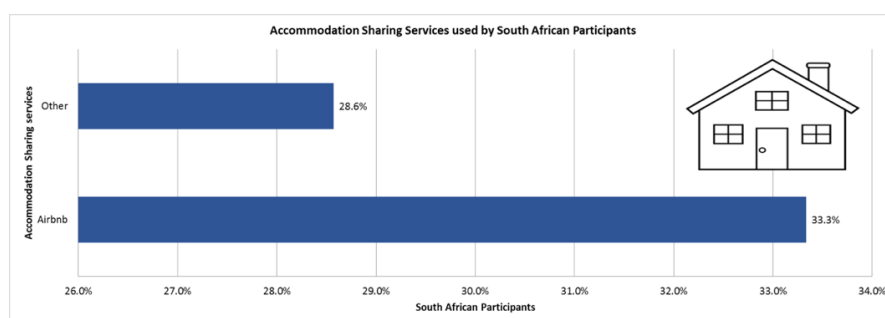


Figure 58 - Accommodation Sharing Services used in the last 12 months

According to Airbnb, people are travelling more than they have ever before, but the way they are doing it is changing, driven by a new economy where travelers place greater value on experiences than on ownership. Accommodation sharing is growing with more than 134 000 guests staying at an Airbnb in SA in 2015, an increase of 257% compared with 2014. The number of South Africans using Airbnb increased by 163% from 2014 to 2015 (Financial Mail, August 2016). The platform offers great value for both the hosts and the travelers. According to a recent report, a typical South African host who occasionally shares space in their home through the Airbnb platform boosts their yearly income by more than R 28 000 (Figure 10). Given the state of the SA economy, it allows individuals to create their own jobs and generate revenue, as well as enjoy the experience of traveling without the need for ownership. Airbnb took R 210 million in rentals from 21000 listings in South Africa in 2015.

The reasons cited by participants #1, #2, #11, and #14 for not owning a holiday home are:

“Experience a country outside staying in a hotel.” (#1)

“Provides a unique accommodation service, allows meeting of different people and provides a different cultural experience.” (#2)

“Cost, value for money, and for the price of a hotel room, you can have access to an entire apartment / house, etc. Valued added services such as access to bicycles, bundled services, and is like being home away from home.” (#11)

“If you have a family, I find it very easy to use Airbnb as hotels do not accommodate kids easily; costs are lower and have access to a house.” (#14)

The main reason given by the participants for using accommodation sharing is affordability, convenience; value for money, one can gain access to an entire apartment or house for the same price as a hotel, exotic and unique locations, Airbnb and timeshare (e.g. RCI) allows access to different places and countries.

The reasons cited by participants #4, #9, #10, and #27 for owning a holiday home, timeshare or not using accommodation sharing are:

“Prefer hotels because I do not feel that I am in someone's personal space.” (#4)

“I do not like other people to be in my personal space.” (#9)

“The selection of options and location may not always be desirable.” (#10)

“Loyalty programmes awards points to qualify for free accommodation with hotels; able to get the same offering from the hotel at the same cost; the hotel and their level of service they have to provide; ability to change room in a hotel if not comfortable but in accommodation sharing cannot change room.” (#27)

The additional perceptions that were identified was location, hygiene, accommodation amenities, child policy, ratings, reviews, pet friendliness, and quality of accommodation and services, which are also important considerations for the consumer. The consumer’s need to feel safe and trust the services and products offered. The services and accommodation offered must be convenient, available, costs must be predictable, affordable and the transactional effort must be simple and easily to use. If these attributes are integrated and intrinsic in the service and product offerings, then this will influence consumers to participate in accommodation sharing.

Book: 100% of the participants own paper books, 83.3% own e-books, 40.5% subscribe to book services and 19% use other options (Figure 42). In the last 12 months, 33.3% of the participants sampled subscribed to online book services, 26.2% loaned books from the library, and 19% participated in formal / informal book clubs (Fig 59).

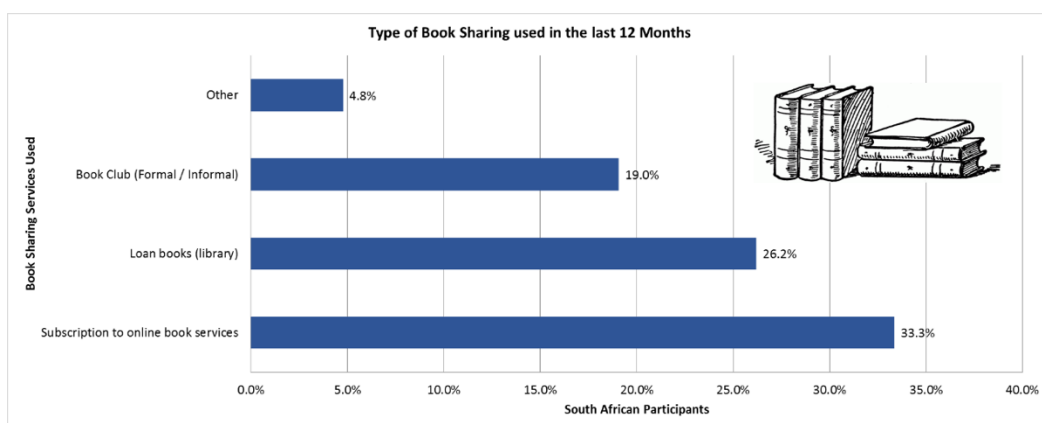


Figure 59 - Type of Book Sharing used in the last 12 Months

The reasons cited by participants #2, #35, and #40 for not owing books and participating in book sharing are:

“It is free; physical book sharing using drop off points; instant gratification (personal satisfaction of having to read a book when you desire to read it and not having to wait).” (#2)

“Cheaper to access online as the cost to buy is expensive as you pay in dollars, e.g. the Rolling Stones magazine cost R180 to purchase versus R 20 to R 25 to access online, and get immediate access.” (#35)

“Massive variety; convenience; the author reads the books to you; books that are difficult to find are available to you; mobile; productivity (listening to the audible/book while doing other things; easy reference and bookmarks.” (#40)

Additional perceptions influencing participation in book sharing in order of priority is variety of content, on-demand service, recommendations, quality of service / product, language preference, device compatibility, reliability, availability, productivity, instant gratification, access to latest and exclusive content, flexibility, new experience, word of mouth, degree of accessibility and universal catalogue of books

Music: 81% of the participants own CD’s, 71.4% subscribe to music services, 26.2% own vinyl’s, and 19% own or listen to music in other formats (Figure 43). Base on the results, Apple Music is the most popular in SA. Of the participants who engaged in music sharing in the last 12 months, 40.5% used Apple Music, 33.3% used iTunes, 19% used Deezer, 16.7% used YouTube, 14.3% used Spotify, 4.8% Xbox and Google Play Music respectively (figure 60).

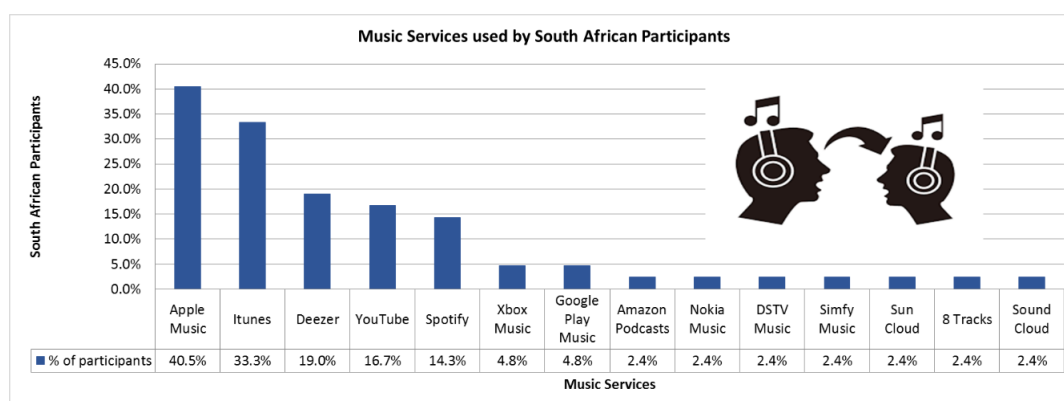


Figure 60 - Type of Music Services used in the last 12 Months (Aug 15 - Jul 16)

According to the seventh edition of PWC's South African entertainment and media outlook: 2016 – 2020 (published in September 2016), in 2015, the total recorded music sales in South African was R 841 million and the digital music streaming revenue earned was R 74 million (figure 14). Digital music streaming revenue is forecast to rise from R 74 million in 2015 to R 437 million in 2020, a 42.7% compounded annual growth rate (CAGR), with healthy competition from many such services (figure 13).

The reasons cited by participants #8, #15, and #35 for engaging in music sharing is:

“Convenience, access to latest content, use anywhere, anytime and any device; creativity (DJ's around the world); variety of music; exclusive content (e.g. only available on digital or DJ Ties to, world's number 1 DJ).” (#8)

“Variety of collection, availability of new music not available in South Africa, e.g. iTunes (US), buy one track as opposed to the entire album; lower costs; accessibility to music, more than you can own; taste of music / genre changes, ease of use for children, and the user interface is easy.” (#15)

“Access to international licensed music (Spotify); variety and quantity of music; husband is a DJ and releases music to Spotify; is interactive and allows access to the music charts; if husband charts to no. 1.” (#35)

Additional perceptions influencing participation in music sharing in order of priority is variety of content, provider prediction models, device compatibility, access to music library, recommendations, quality of service / product, access / connectivity to internet, reputation, exposure to new artist and music, access to latest and exclusive content, access to data, on-demand and cloud storage.

Media: 83.3% of the participants subscribe to media services, 73.8% own DVDs / Blu-Rays, 33.3% own videos and 14.3% own or watch media in other formats (Figure 44). Of the participants who participated in media sharing in the last 12 months, 61.9% used DSTV Box Office, 40.5% used Netflix, 16.7% used ShowMax, 9.5% used Hulu, 9.5% used YouTube, 4.8% used iTunes, and 4.8% used Apple TV (Figure 61). According to the seventh edition of PWC's South African entertainment and media outlook: 2016 – 2020 (published in September 2016), pay TV subscription and electronic home video will grow by 5.9% and 17.4% respectively. In 2015, the total TV revenue in South African was R 21.007 billion and the electronic home video

revenue earned was R 457 million. The electronic home video revenue is forecast to increase from R 457 mil in 2015 to R 1.020 billion in 2020, a 17.4% CAGR (figure 16 & 17). The growth of the physical home video is forecast to decline from R 1.047 billion in 2015 to R 885 million in 2020, a -3.3% CAGR (figure 16).

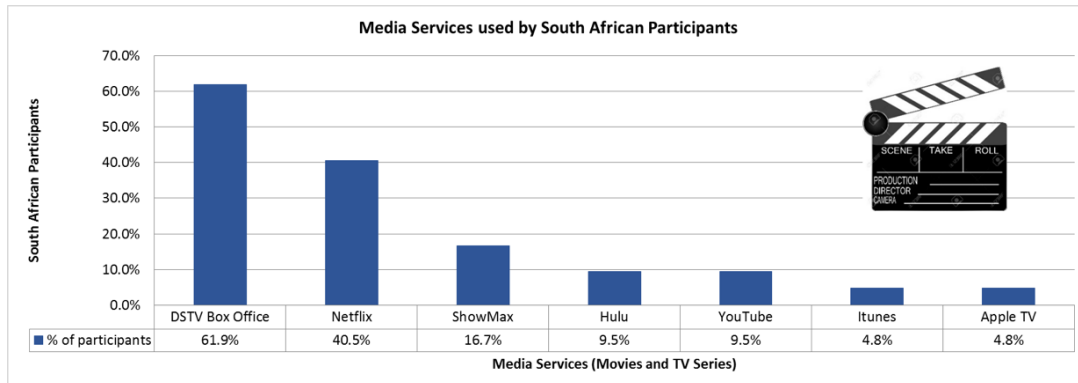


Figure 61 - Media Services used in the last 12 Months (Aug 15 - Jul 16)

The reasons cited by participants #4, #8, #17, #20, & #35 for engaging in media sharing are:

“I am a movie fanatic. Netflix is going to be my new best friend.” (#4)

“Convenience, access to latest content and exclusive content; one subscription allows access to all content (Netflix).” (#8)

“Ability to get movies on demand; watch movies anytime, anywhere, any device; location transparency.” (#17)

“Normal evolution of way to watch movies; why would you do it any other way; switch off DSTV (#20)

“Ease of access; can lie on your sofa and rent a movie on demand.” (#35)

The main reasons cited is convenience, variety, on-demand, fun, cheaper, and no storage. Additional perceptions influencing participation in media sharing in order of priority is variety of content, access / connectivity to internet, device compatibility, access to latest and exclusive content, recommendations, quality of service / product, advertisement free, access to data, on-demand, and quality of streaming. The other additional perception is provider prediction models, reliability, range of content, reputation, and novelty.

Bike: 36% of the participants own a bike, while 64% do not own their own bike (Figure 45). Of the participants interviewed who participated in bike sharing in the last 12 months, 7.1% used Cape Town bike rentals, 4.8% used Durban Beach front bike rental, 2.4% used Green cycle and Upcycle (Figure 62).

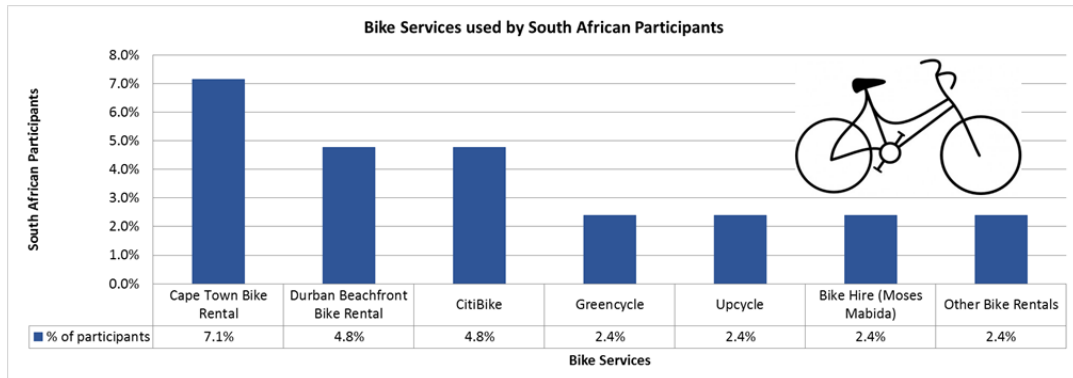


Figure 62 - Bike Services used by South African Participants

The reasons cited by participants #1, #8, and #21 for engaging in bike sharing are:

“Social and convenience.” (#1)

“Convenience; time (see more in the same time as opposed to using a cab / taxi to tour); experience sightseeing on a bicycle (stop whenever).” (#8)

“Convenience; fun; affordable; no maintenance.” (#21)

The main reason given by the participants for participating in bike sharing is convenience, affordable, no maintenance, social, experience sightseeing and can see more on tour.

Additional perceptions (identified through the open discussions with the participants) influencing participation in bike sharing in SA in order of priority is location, quality of service / product, operating hours, reliability, reputation, brand, hygiene, recommendations, no. of bike outlets, and pick up and drop off.

The findings of this study indicate that most of the South African consumers sampled are embracing the sharing economy and the sharing economy is growing. Most of the South African consumers sampled are satisfied with the sharing economy and are participating in the access consumption mode across all the product categories, namely car, accommodation, books, music, media, and bike sharing.

6.3.4 Discussion on the Perceptions Influencing Participation in the Shared Economy

The most important perceptions (top 5) influencing participating in the sharing economy in South Africa according to the participants sampled, is convenience, total cost of service, transactional effort, trust, and safety (Figure 63).

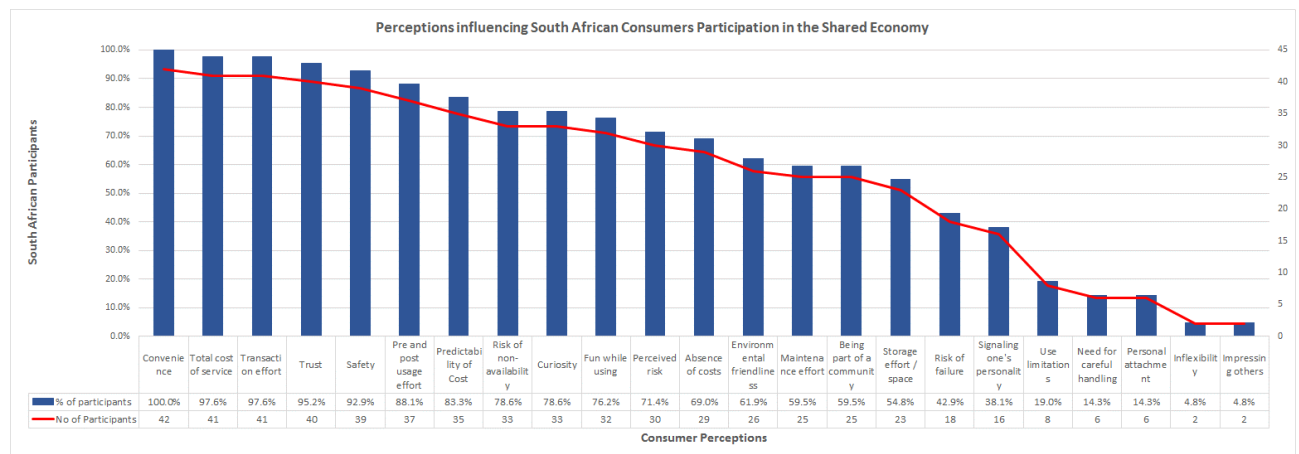


Figure 63 - Perceptions influencing participation in the Shared Economy

The next set of perceptions influencing participation is pre-and-post usage effort, predictability of costs, risk of non-availability, curiosity, fun while using and perceived risk. The least important perceptions (bottom 5) is impressing others, inflexibility, personal attachment, need for careful handling and use limitations.

Additional perceptions (identified through the open comments with the participants sampled) influencing participation in the sharing economy in South Africa in order of importance is reputation, standardized services globally, peer reviews, ratings, quality of service / product, provider prediction models, variety, flexibility, and brand.

6.3.5 Discussion of the Perceptions Inhibiting Participation in the Shared Economy

The participants were questioned on the key perceptions inhibiting participation in the shared economy in South Africa. According to the responds, the perceptions likely to inhibit participation in the sharing economy in SA was high inflexibility, transactional effort, use limitations, risk of failure, safety, risk of non-availability, lack of trust, perceived risk, pre-and-post usage effort and lack of convenience (Figure 64).

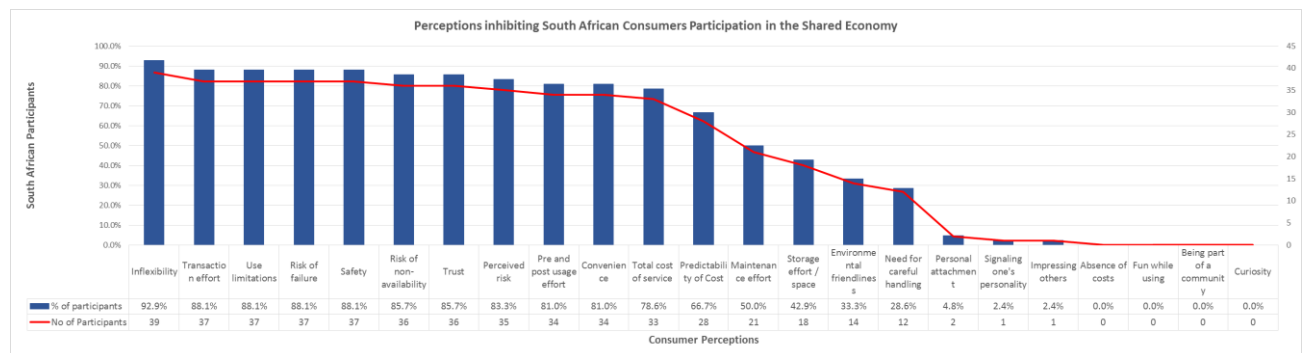


Figure 64 - Perceptions inhibiting participation in the Shared Economy

Additional perceptions were identified through the open discussion with the participants. The additional perceptions likely to inhibit participation in the sharing economy in South Africa in order of importance is poor reputation, quality of service / product, ethical practices, peer reviews, reviews and degree of accessibility. The other perceptions include poor or low ratings, recommendations, reliability, standardization of services globally, surge pricing, and brand.

6.3.6 Discussion of the Level of Preference of Consumption Mode

Car: 95.2% of the participants sampled preferred no monthly car instalments, 88.1% preferred no monthly insurance and no maintenance costs, 81% preferred no parking space / storage and no underutilisation of assets. 97.6% preferred pay per use instead of paying all costs (Figure 65).

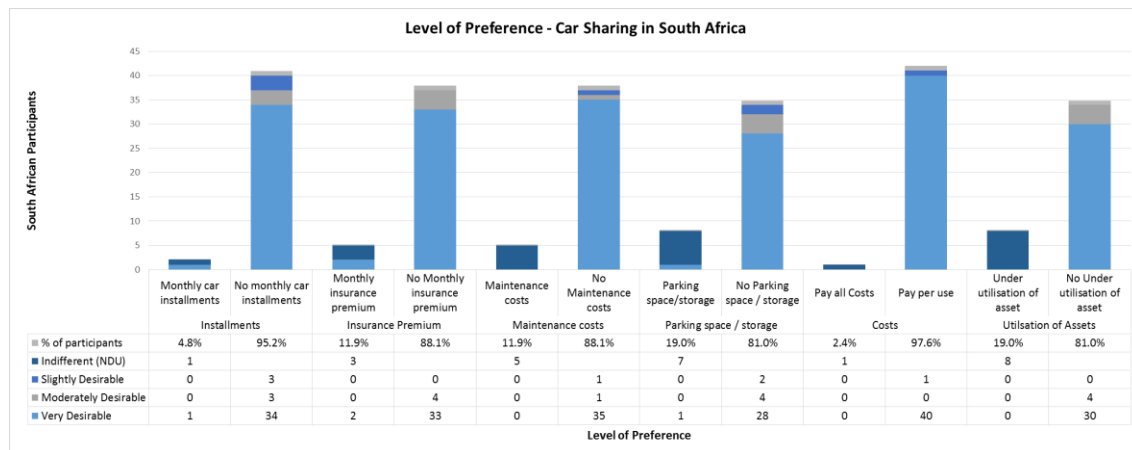


Figure 65 - Level of Preference for Car Sharing in South Africa

According to the results, there is a preference for car sharing instead of ownership because of the benefits and advantages which includes pay per use, no associated car costs such as monthly car instalments or insurance costs, picked up and dropped off, there no need for parking space or storage, no underutilisation of vehicle, and no maintenance cost.

Accommodation: The key benefit of accommodation sharing is the potential to reduce associated accommodation costs such as maintenance, rates and levies, monthly instalments and insurances. As illustrated (Figure 66), 92.9% of the participants sampled preferred no monthly accommodation instalments, 95.2% preferred no monthly insurance, 97.6% no maintenance costs, 95.2% no rates and levies, and 81% preferred no underutilisation of assets. 100% of the participants preferred to pay costs per use instead of paying all costs. The participants sampled prefer accommodation sharing to ownership, because of the benefits and advantages which includes pay costs per use only, no associated accommodation costs such as monthly accommodation instalments or insurance costs; no underutilisation of accommodation owned, no maintenance cost, and no rates and levies.

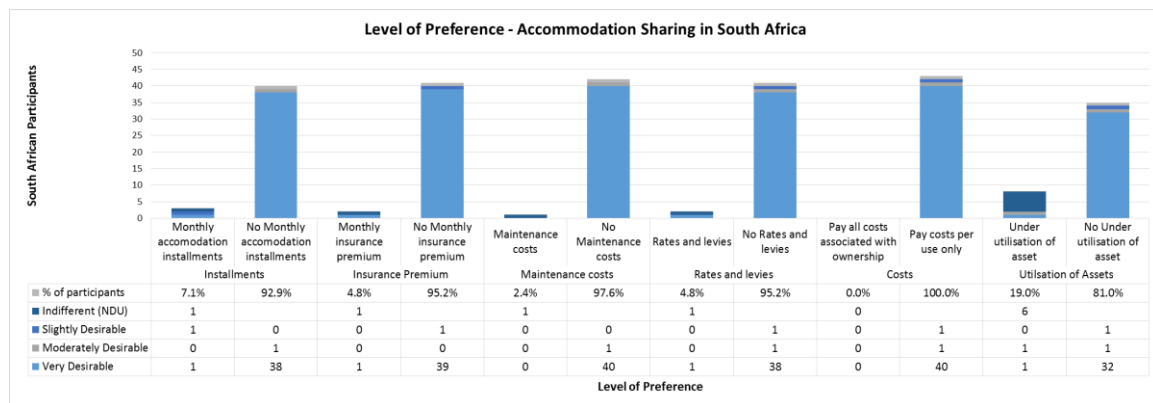


Figure 66 - Level of Preference for Accommodation Sharing in South Africa

Book: 54.8% of the participants sampled preferred no monthly subscriptions, 88.1% preferred no monthly insurance, 66.7% preferred no storage required, 61.9% preferred subscription, which allows access to millions of books, 90.5% preferred to use anytime, anywhere, and any device. 38.1% preferred access only to books instead of owning books (Figure 67).

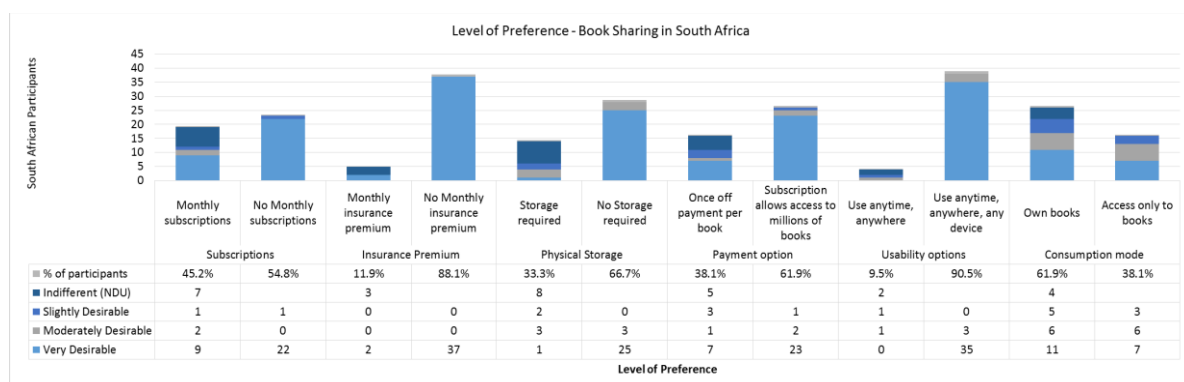


Figure 67 - Level of Preference for Book Sharing in South Africa

According to the data, there is a preference for some participants to take part in book sharing instead of ownership, because the benefits and advantages includes no physical storage required, subscription allows access to millions of books online, read anytime, anywhere, and on any device, and no monthly insurance premium to insure books.

Music: 54.8% of the participants sampled preferred monthly subscriptions, 90.5% preferred no monthly insurance, 76.2% preferred no storage required, 71.4% preferred subscription, which allows access to diverse and large library of songs, 92.9% prefer to listen to music anytime, anywhere, and any device. 28.6% prefer CD's and Vinyl's, and 54.8% preferred access only to music instead of owning music (Figure 68).

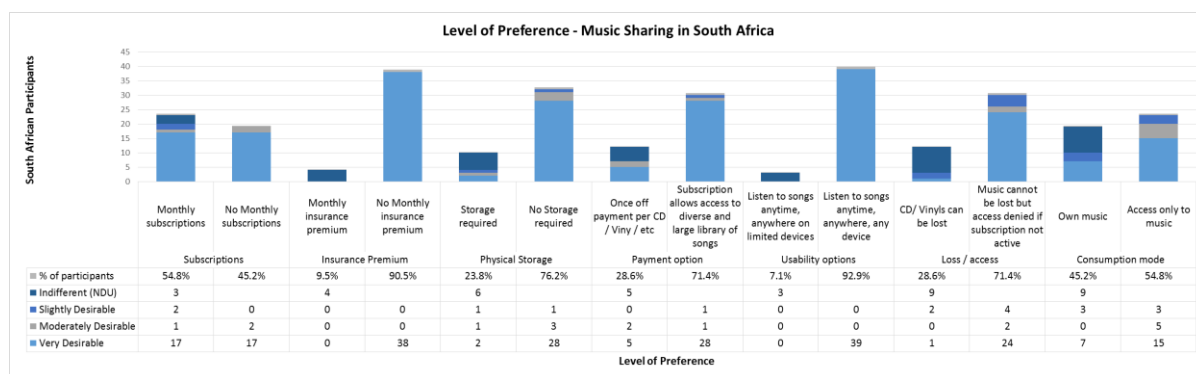


Figure 68 - Level of Preference for Music Sharing in South Africa

According to the results, there is a preference for music sharing instead of ownership because the benefits and advantages includes no physical storage required, subscription allows access to diverse and large library of songs, listen to music anytime, anywhere, and on any device, and no monthly insurance premium to insure CD's, Vinyl's etc.

Media: 61.9% of the participants sampled preferred monthly subscriptions, 92.9% preferred no storage required, 85.7% preferred subscription, which allows access to diverse and large library of movies and TV series, 92.9% prefer to view media anytime, anywhere, and any device. 90.5% prefer access only to movies and TV series, and 92.9% preferred movies and TV series to be shared (Figure 69).

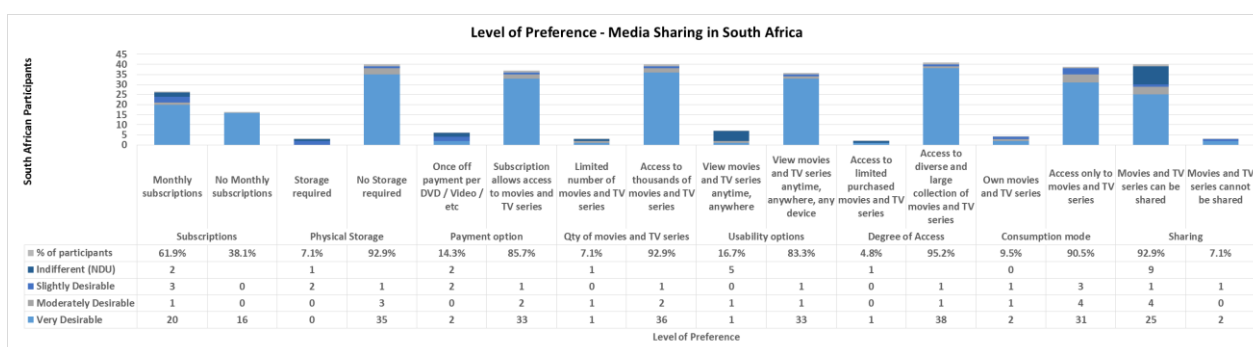


Figure 69 - Level of Preference for Media Sharing in South Africa

According to the results, there is a preference for media sharing instead of ownership because the benefits and advantages includes no physical storage required, subscription allows access to diverse and large library of movies and TV series, view movies and TV series anytime, anywhere, and on any device.

Bike: 59.5% of the participants sampled preferred pay per use instead of once off purchase, 83.3% preferred no monthly insurance, 85.7% prefer no maintenance costs, 76.2% preferred no storage space, and 73.8% preferred pay per use instead of paying all costs. 76.2% preferred no bike rack, pick up, ride and drop off at a designated drop off zone (Figure 70).

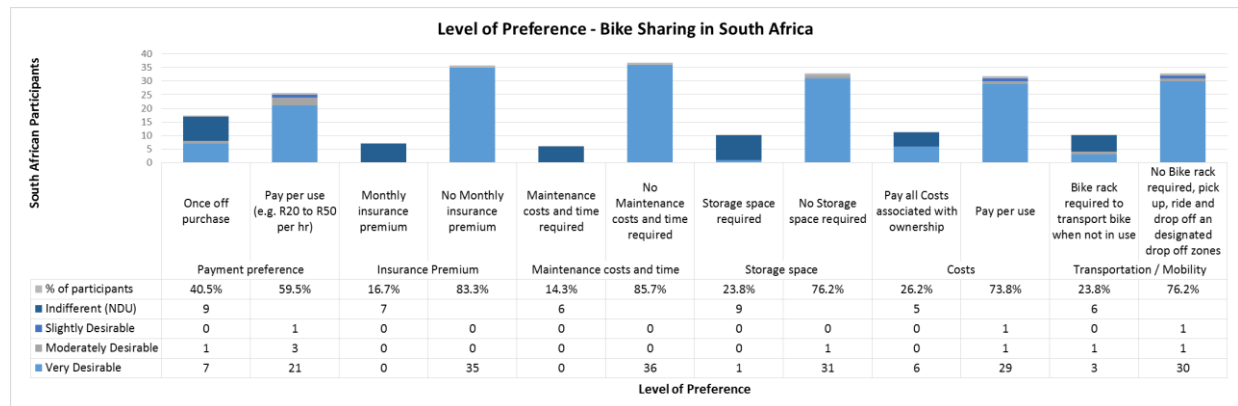


Figure 70 - Level of Preference for Bike Sharing in South Africa

According to the results, there is a preference for bike sharing instead of ownership because the benefits and advantages includes pay per use, no associated bike costs such as monthly insurance costs, picked up and dropped off, there no need for parking space or storage, no maintenance cost, and no bike rack required, pick up, ride and drop off at a designated drop off zone.

The participants have a more favourable attitude towards access than ownership. 66.7% of the participants preferred access to ownership (33.3%).

6.4 Discussion of the Perceptions towards the Access Consumption Mode and Degree of Importance of Perceptions and Dimensions

The proposed measurement model was used to identify the perceptions and the importance of the perceptions for determining the attitude towards the access consumption mode. The perceptions were ranked using the pairwise comparison method (as defined in the Methodology section in Chapter 4) to determine the degree of importance of the perceptions and dimensions.

A legend was used to specify the high, moderate, and low degree of importance (weighting) of the perceptions as summarized in Table 23. The ranking of the perceptions was conducted based on the respective weight of the perception. The ranking is also highlighted in white text to indicate differences in ranking for the perception across the product categories. The weighted average of the results was 0.0435, and it was used as a guide to determine the high, moderate, and low thresholds. The high and low threshold is based on an interval of 10% on both sides of the mean. The thresholds are:

 High (> 0.0479) - Degree of importance indicated by the green arrow (Figure 22)

 Moderate (≥ 0.0391 but ≤ 0.0479) - Indicated by the orange arrow

 Low (< 0.0391) – Indicated by the red arrow

According to the results the most important perceptions (high ranking) influencing the attitude of the South African participants towards the access consumption mode across all six product categories in order of priority is safety, trust, convenience, perceived risk, risk of failure, and risk of non-availability as illustrated in Table 23. The most important perceptions across all six-product categories included four of the five new perceptions that was added, namely safety, trust, convenience, and perceived risk. The next order of priority of the perceptions influencing the attitude of the South African participants towards access were absence of costs, total cost of service, predictability of cost, transactional effort, use limitations, and inflexibility respectively. This represents just over 50% of the most important perceptions. The least important perceptions (bottom 25%) influencing the attitude towards access was impressing

others, personal attachment, need for careful handling, signalling one's personality, being part of a community and curiosity respectively.

The remaining five perceptions, pre-and post-usage effort, maintenance effort, fun while using, environmental friendliness, and storage effort / space weighting has a moderate ranking across all the product categories and their degree of influence towards the access consumption importance is moderate as depicted in Table 23.

The following can be concluded regarding the degree of importance of the perceptions in SA as per the participants sampled:

- Safety, trust, convenience, and risk of failure are ranked consistently across all product categories;
- Perceived risk was more important for car, accommodation and bike sharing (ranked 4th) and less important for book, music and media sharing (ranked 6th). This is attributed to personal safety and risk;
- Risk of non-availability was more important for book, music and media sharing (ranked 4th) and less important for car, accommodation and bike sharing (ranked 6th). This was based on the reasons cited by participants that books that are difficult to find are available to you, and the instant gratification of having to read a book, listen to a song, or watch a movie when you desire and not having to wait.
- Total cost of service was more important for book, music and media sharing (ranked 7th) and less important for car, accommodation and bike sharing (ranked 9th). This may be relevant when it is cheaper to access online than buy as the cost to buy is expensive as you may have to pay in dollars;
- Being part of a community, signalling one's personality, need for careful handling, personal attachment, and impressing other were ranked low across all the product categories.

Table 23 - Ranking of Perceptions across Product Categories

■ High	■ Moderate	■ Low
---	--	--

Shared Economy	Car	Acc.	Bike	Perception	Book	Music	Media
1	1	1	1	Safety	1	1	1
2	2	2	2	Trust	2	2	2
3	3	3	3	Convenience	3	3	3
4	4	4	4	Perceived risk	6	6	6
5	5	5	5	Risk of failure	5	5	5
6	6	6	6	Risk of non-availability	4	4	4
7	7	8	7	Absence of costs	9	9	9
8	8	7	8	Predictability of costs	8	8	8
9	9	9	9	Total cost of service	7	7	7
10	10	10	11	Transactional effort	11	11	11
11	11	11	10	Use limitations	10	10	10
12	12	12	12	Inflexibility	12	12	12
13	13	13	15	Pre-and post-usage effort	13	13	13
14	16	14	16	Maintenance effort	14	14	14
15	15	15	14	Fun while using	15	15	15
16	14	16	13	Environmental friendliness	16	16	16
17	17	17	17	Storage effort / space	17	17	17
18	18	18	18	Curiosity	18	18	18
19	19	19	19	Being part of a community	19	20	20
20	20	20	20	Signalling one's personality	20	19	19
21	21	21	21	Need for careful handling	21	21	21
22	22	22	22	Personal attachment	22	22	22
23	23	23	23	Impressing other	23	23	23

Model of Construct of Attitude

The model of construct of attitude for the shared economy and the six product categories are illustrated in figure 71 - 77. It highlights the degree of importance of the perceptions and dimensions. The results are discussed under the perceptions and dimensions section.

Perceptions

The twenty-three perceptions in order of priority (Table 23 and Figure 71 - 77) are:

1st - Safety (New perception added)

Safety is defined as the condition of being protected from or unlikely to cause danger, risk, or injury. Safety is part of the experiential dimension and is the most important perception across all the product categories. However, the degree of importance of safety is higher for car, accommodation, and bike sharing, but lower for book, music, and media sharing. Ensuring the safety of the consumers is a key component of the sharing economy and is essential for all peer-to-peer businesses. The personal safety of the consumer is a priority for car, accommodation, and bike sharing. In the case of book, music, and media, the safety is more related to transactional processing and credit card theft, i.e. consumers want to feel secure when using credit cards to transact on digital platforms and / or online.

2nd - Trust (New perception added)

Trust is the degree to which a consumer believes in the reliability, truth, or ability of someone or something. Trust is part of the experiential dimension. Trust is the second most important perception across all the product categories. Trust is also a key component of the sharing economy and is essential for all peer-to-peer businesses. Online reputation and identification are becoming important assets and consumers need to trust the platform they are using and the people they are connecting with. Peer-to-peer platforms have two-way rating systems that allows the hosts and the guests to rate each other. This is evident in the Uber, Airbnb, and SweepSouth platforms operational in South Africa.

3rd - Convenience (New perception added)

Convenience is the fact that something is suitable for your purposes, is easy to use, and makes life comfortable. Convenience is part of the experiential dimension. The degree of importance of convenience is lower for car and accommodation, but higher for book, music, and media. The degree of importance of convenience for bike sharing is higher than car and accommodation but lower for book, music, and media.

4th - Perceived Risk (New perception added)

Perceived risk is the consumer's level of uncertainty regarding the outcome of a decision, depending upon whether the purchase and / or service they are making or participating in will be worth it or not. Perceived risk is part of the experiential dimension. Perceived risk is the fourth most important perception for car, accommodation, and bike sharing but lower (sixth most important perception) for book, music, and media sharing. There is a correlation between perceived risk and safety. The higher the perceived risk, the higher the safety concern.

5th - Risk of failure

The risk of failure is the perceived probability of a technical failure or partial damage of the product or service during usage. Risk of failure is part of the functional dimension. Risk of failure is the fifth most important perception and is ranked the same across all the product categories. Consumers fear high risk of failure for access as the goods are shared.

6th - Risk of Non-Availability

Risk of non-availability is the perceived risk that the desired good or service is not available at the time when it is required. Risk of non-availability is part of the functional dimension. Risk of non-availability is the sixth most important perception for car, accommodation, and bike sharing but higher (fourth most important perception) for book, music, and media sharing. The participants felt that there is a greater risk of non-availability for book, music, and media sharing.

7th - Absence of Costs

Absence of costs is the degree to which consumers have the feeling that no costs are incurring during the consumption process. Absence of costs is part of the monetary dimension. It is the seventh most important perception for car and bike sharing. It is more important than accommodation (eighth perception) and book, music and media sharing (ranked ninth in order of importance). Absence of costs is similar to the freemium business model, where an organisation offers basic services or use of the platform and / or app free. There is no charge for the service or use of the product.

8th - Predictability of Costs

Predictability of costs is the ease of predicting the accruing amount of costs in advance. Predictability of costs is part of the monetary dimension. Predictability of costs has the same degree of importance across all the product categories, except for accommodation sharing. Accommodation sharing is ranked seventh and is considered more important than the other five product categories, which are ranked eighth in terms of degree of importance. Consumers prefer to have a view of the expected costs upfront. They do not want to be surprised, especially when the costs are variable, is based on consumption, and is pay per use. A fixed subscription fee is more desirable than a variable, unpredictable cost.

9th - Total Cost of Service

Total cost of service is the consumer's perceptions of how much monetary cost arise during the entire consumption process. Total cost of service is part of the monetary dimension. The total cost of service is more important for book, music, and media sharing (ranked seventh), than car, accommodation, and bike sharing (ranked ninth). This is because consumers feel that the total costs for car, accommodation, and bike sharing is more predictable and the total costs for book, music and media sharing is based on consumption and is less predictable.

10th - Transactional Effort

Transactional effort is the one-off time and effort that is necessary to get started in a consumption mode. Transactional effort is part of the functional dimension. It is more important for car and accommodation (ranked tenth) and less important for book,

music, media, and bike sharing (ranked eleventh). In the access consumption mode, this involves the time and effort required to do the online registration to be granted authorization to use the service.

11th - Use Limitations

Use limitations is the degree to which a feel limited in his or her usage possibilities given a certain consumption mode. Use limitations is part of the functional dimension. Use limitation is ranked more important for book, music, media, and bike sharing (ranked tenth), and is ranked less important for car and accommodation sharing (ranked eleventh). Use limitations can include no smoking, no pets allowed, or no child policy in the case of accommodation sharing. It could also include time restrictions for book, music, and media sharing. It includes a limit on the number of passengers in the case of car sharing.

12th - Inflexibility

Inflexibility is the subjective feeling of having limited options by having chosen a certain consumption mode. Inflexibility is part of the functional dimension. It is ranked twelfth in terms of importance and is consist across all product categories.

13th - Pre-and post-usage effort

It refers to the necessary time and effort that incurs before and after each usage of the good. Pre-and post-usage effort is part of the functional dimension. Pre-and post-usage effort is ranked thirteen and is more important for all product categories, except for bike sharing, which is ranked fifteen in terms of importance.

14th - Maintenance effort

It refers to the time and effort associated with cleaning, maintaining, and repairing a good. Maintenance effort is part of the functional dimension. It is ranked fourteen and is more important for all product categories, except for car and bike sharing, which is ranked lower, sixteen in terms of importance. It is ranked lower for car and bike sharing because it is less important as there is little or no burdens of ownership associated with access as the responsibility for maintenance rests with the owner, and not with the person consuming the service.

15th - Fun while using

Fun while using is defined as the extent of hedonic feelings that consumers experience while they are using a certain consumption mode. Fun while using is part of the experiential dimension. It is marginally more important for bike sharing (ranked fourteen) and marginally less important for all the other five product categories (ranked fifteen).

16th - Environmental friendliness

It is the degree to which consuming via access or ownership is considered to cause little harm on the environment. Environmental friendliness is part of the experiential dimension. Environmental friendliness is more important for bike sharing (ranked thirteen), and car sharing (ranked fourteen), than accommodation, book, music and media sharing which are all ranked sixteen in terms of importance. Car and bike sharing is more environmentally friendly.

17th - Storage effort / space

The necessary effort is associated with storing the good between two uses. Storage effort / space is part of the functional dimension. Storage effort / space is ranked seventeen, which is the same across all product categories. This implies that the degree of importance is the same across all product categories.

18th - Curiosity

The degree to which a consumer feels a strong desire to know or learn something that is interesting. Curiosity is part of the symbolic dimension. Curiosity is ranked eighteen, which is the same across all product categories. This implies that the degree of importance of curiosity is the same across all product categories.

19th - Being part of a community

The subjective feeling of belonging to a community when choosing a certain consumption mode. Being part of a community is part of the symbolic dimension. Being part of a community is more importance for car, accommodation, bike and book sharing (ranked nineteen), and less importance for music and media sharing which is ranked twenty.

20th - Signalling one's personality

The degree to which using a product via access or ownership is believed to signal one's personal values, beliefs, attitude, interest, and capabilities. Signalling one's personality is part of the symbolic dimension. Signalling one's personality is less importance for car, accommodation, bike and book sharing (ranked twenty), and more importance for music and media sharing which is ranked nineteen.

21st - Need for careful handling

The perceived degree to which a consumer feels to be required to make sure that he or she is handling the good with care. Need for careful handling is part of the experiential dimension. Need for careful handling is ranked twenty-first, which is the same across all product categories. This implies that the degree of importance for the need for careful handling is the same across all product categories and is not an important perception.

22nd - Personal attachment

The perceived degree of psychological closeness to the specific good that is being used in a given consumption mode. Personal attachment is part of the symbolic dimension. Personal attachment is the second least important perception and is the same across all product categories.

23rd - Impressing others

The degree to which a consumer believes that it makes a good impression on others when he or she uses a certain consumption mode. Impressing others is part of the symbolic dimension. Impressing others is the least important perception and is the same across all product categories

Dimensions

The four dimensions are discussed in order of priority (Table 23 and Figure 71 – 77). Table 24 highlights the differences and / or similarities across the six different product categories.

Table 24 - Weighting of Dimensions for Product Categories

Car	Acc.	Bike	Dimensions	Book	Music	Media
0.4459	0.4444	0.4373	Experiential	0.3964	0.3957	0.3954
0.3331	0.3314	0.3397	Functional	0.3612	0.3583	0.3583
0.1383	0.1372	0.1386	Monetary	0.1477	0.1477	0.1476
0.0827	0.0869	0.0843	Symbolic	0.0948	0.0983	0.0988

1st - Experiential perceptions are the most important perceptions across all product categories and it represents 0.4459 of the total weighting for car sharing. It is based on experience and observation beliefs and includes seven of the twenty-three perceptions. The perceptions are safety, trust, convenience, perceived risk, environmental friendliness, need for careful handling, and fun while using perceptions. It includes four of the new perceptions added to the model of construct, which ranked high consistently across all product categories. The new perceptions are safety, trust, convenience, and perceived risk. The remaining three perceptions, environmental friendliness, need for careful handling, and fun while using was ranked consistently low across all product categories.

2nd - Functional perceptions are the second most important across all product categories, and it represents 0.3331 of the total weighting for car sharing. It is designed to be practical and useful, rather than attractive and includes eight of the twenty-three perceptions. They are transaction effort, pre-and-post usage effort, maintenance effort, storage effort, use limitations, inflexibility, risk of failure, and risk of non-availability perceptions. The risk of failure and risk of non-availability perceptions ranked high across all product categories for access. The transaction effort ranked moderate consistently across all product categories. Use limitations also ranked moderate for all product categories, except for accommodation. Storage effort and maintenance ranked low consistently across all product categories and inflexibility was ranked moderate for book, music and media and low for car, accommodation and bike. Pre-and-post usage effort ranked low for all product categories.

3rd - Monetary perceptions are the third most important across all product categories, and it represents 0.1383 of the total weighting for car sharing. It relates to money or financial beliefs and includes three of the twenty-three perceptions, which includes total cost of service, predictability of cost and absence of cost perceptions. Absence of cost is ranked consistently as a moderate degree of importance across all product categories. Total cost of service and predictability of cost are ranked high consistently for book, music, and media sharing, and moderate for car, accommodation, and bike sharing.

4th - Symbolic perceptions are the least important across all product categories, and it represents only 0.0827 of the total weighting for car sharing. It serves as a representation or is something that has a greater meaning because of what it represents and it includes five of the twenty-three perceptions. They include being part of a community, signalling one's personality, personal attachment, impressing other, and curiosity perceptions. These five perceptions are not significant, and they are ranked low consistently across all product categories.

Consistency Ratio

The consistency ratio (CR) for the sharing economy, which measures how consistent the judgements are relative to large samples of purely random judgements, was calculated using the Alonso & Lamata (2006) method and values as illustrated in Table 25 - 31. Based on the maximum consistency ratio, 92.86% of the results were within the acceptable range and only 7.14% of the results was inconsistent and outside the acceptable range. This was identified as outliers and excluded from the results. The outliers are illustrated in red.

Summary

The positive attitude towards access is reflective in the perceptions and dimensions. In the case of car sharing, 11 out of 23 perceptions turn out to be favourable towards access (see Table 23 and Figure 72). In the case of accommodation sharing, 10 out of 23 perceptions turn out to be favourable towards access. In the case bike sharing, 11 out of 23 perceptions turn out to be favourable towards access. In the case of book, music, and media sharing, 12 out of 23 perceptions turn out to be favourable towards access. The results display similarities between book, music and media sharing, and similarities between car, accommodation and bike sharing.

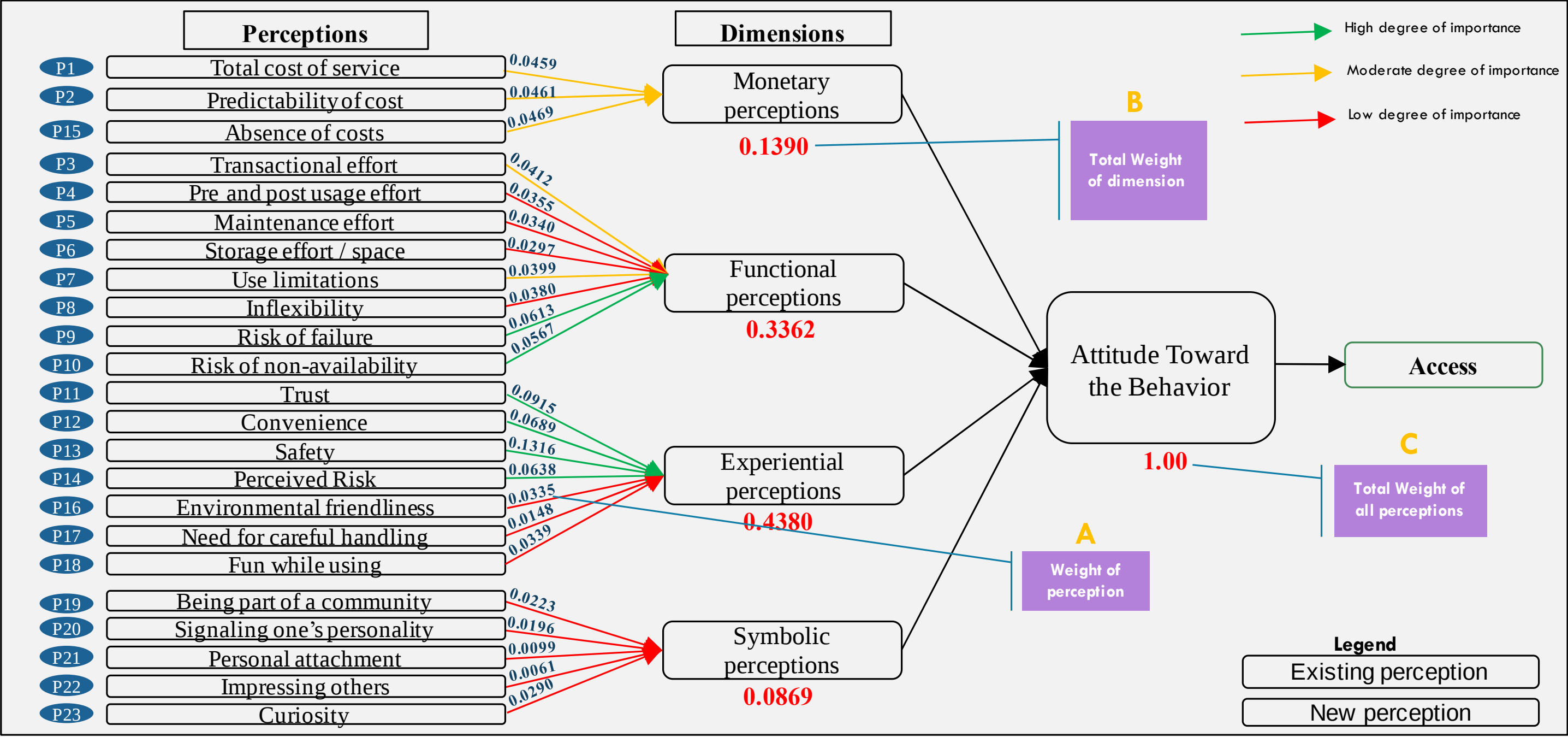


Figure 71 - Model of Construct of Attitude for the Shared Economy

Table 25 - Consistency Ratio for Sharing Economy

Product Category	P#1	P#2	P#3	P#4	P#5	P#6	P#7	P#8	P#9	P#10	P#11	P#12	P#13	P#14	P#15	P#16	P#17	P#18	P#19	P#20	P#21	P#22	P#23	P#24	P#25	P#26	P#27	P#28	P#29	P#30	P#31	P#32	P#33	P#34	P#35	P#36	P#37	P#38	P#39	P#40	P#41	P#42	INCONSISTENT RESULTS
Shared Economy	23.4926%	15.6093%	53.5697%	32.6409%	69.3746%	26.9259%	19.0699%	50.1287%	24.3488%	15.0996%	14.5973%	26.5947%	26.6069%	32.2234%	53.7098%	13.8291%	36.2973%	39.4742%	18.5092%	46.6063%	25.7460%	33.3482%	36.2219%	36.5166%	13.5094%	22.8458%	33.9692%	28.3261%	35.8494%	18.2838%	24.8544%	13.7367%	22.9670%	21.0940%	41.9976%	60.1906%	68.9333%	53.0346%	18.6394%	37.2189%	34.6455%	26.6109%	P#5, P#36, P#37

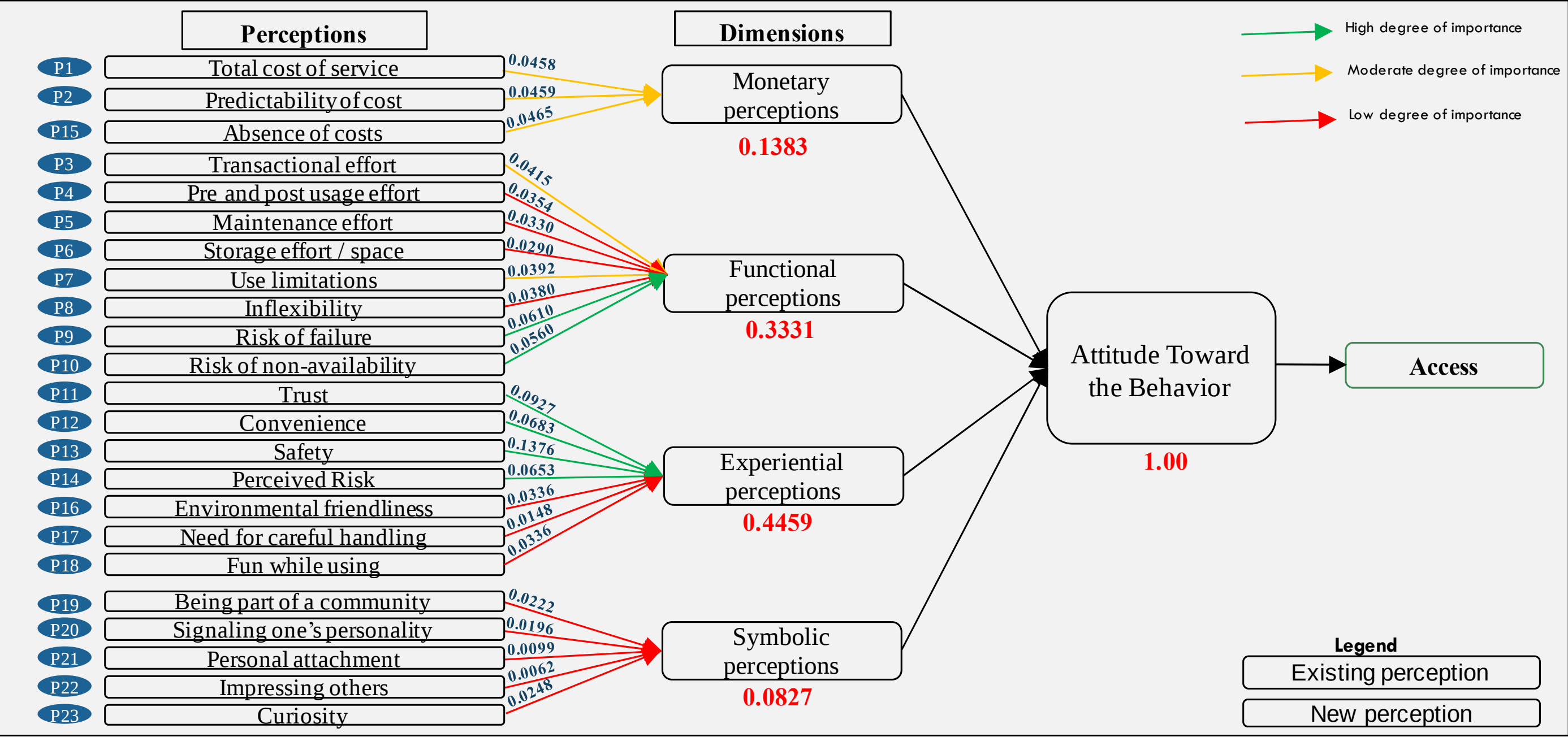


Figure 72 - Model of Construct of Attitude for Car Sharing

Table 26 - Consistency Ratio for Car Sharing

Product Category	P#1	P#2	P#3	P#4	P#5	P#6	P#7	P#8	P#9	P#10	P#11	P#12	P#13	P#14	P#15	P#16	P#17	P#18	P#19	P#20	P#21	P#22	P#23	P#24	P#25	P#26	P#27	P#28	P#29	P#30	P#31	P#32	P#33	P#34	P#35	P#36	P#37	P#38	P#39	P#40	P#41	P#42	INCONSISTENT RESULTS
Car Sharing	23.4926%	15.6093%	53.5697%	32.6409%	69.3746%	26.9259%	19.0699%	50.1287%	24.3488%	15.0996%	14.5973%	26.5947%	25.4521%	32.2234%	53.7098%	13.8291%	35.5081%	39.4742%	18.5092%	46.6063%	25.7460%	33.3482%	36.2219%	36.5166%	13.5094%	23.2297%	33.9692%	28.3261%	35.8494%	21.8001%	24.8544%	13.0590%	22.9670%	21.0940%	41.9976%	60.1906%	68.9333%	53.0346%	18.6394%	37.2189%	34.6455%	26.6109%	P#5, P#36, P37

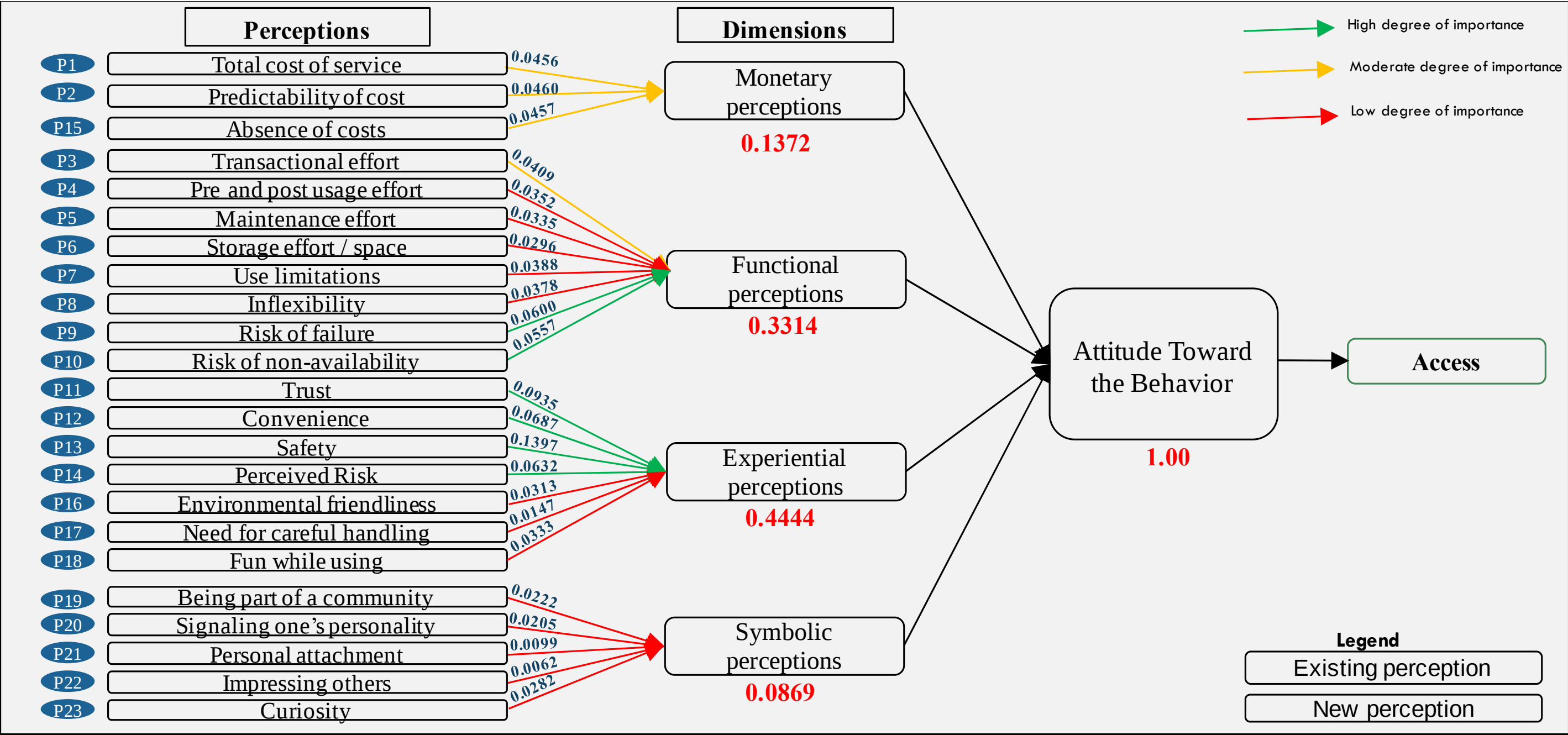


Figure 73 - Model of Construct of Attitude for Accommodation Sharing

Table 27 - Consistency Ratio for Accommodation Sharing

Product Category	P#1	P#2	P#3	P#4	P#5	P#6	P#7	P#8	P#9	P#10	P#11	P#12	P#13	P#14	P#15	P#16	P#17	P#18	P#19	P#20	P#21	P#22	P#23	P#24	P#25	P#26	P#27	P#28	P#29	P#30	P#31	P#32	P#33	P#34	P#35	P#36	P#37	P#38	P#39	P#40	P#41	P#42	INCONSISTENT RESULTS
Shared Economy	23.4926%	15.6093%	53.5697%	32.6409%	69.3746%	26.9259%	19.0699%	50.1287%	24.3488%	15.0996%	14.5973%	26.5947%	26.6069%	32.2234%	53.7098%	13.8291%	36.2973%	39.4742%	18.5092%	46.6063%	25.7460%	33.3482%	36.2219%	36.5166%	13.5094%	22.8458%	33.9692%	28.3261%	35.8494%	18.2838%	24.8544%	13.7367%	22.9670%	21.0940%	41.9976%	60.1906%	68.9333%	53.0346%	18.6394%	37.2189%	34.6455%	26.6109%	P#5, P#36, P#37

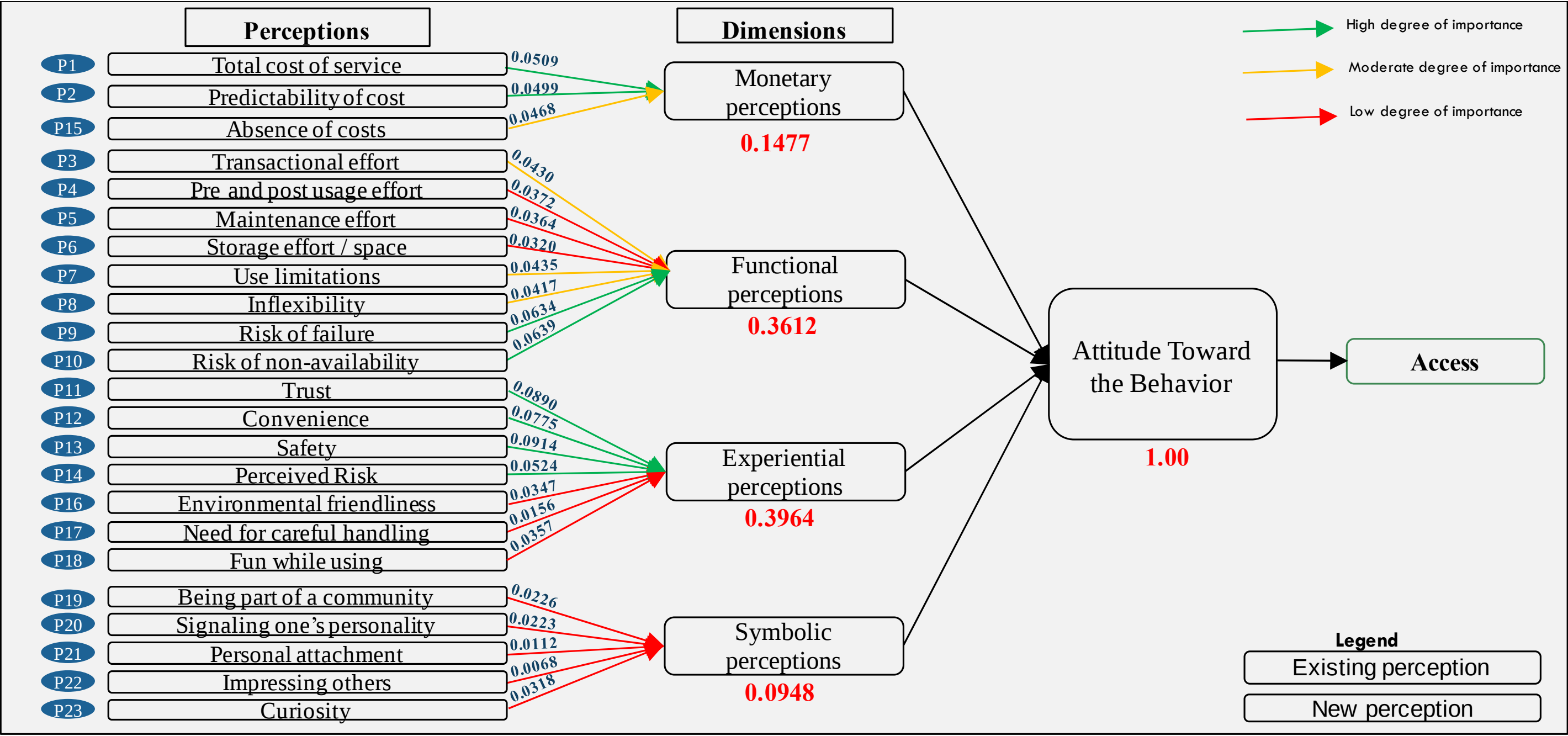


Figure 74 - Model of Construct of Attitude for Book Sharing

Table 28 - Consistency Ratio for Book Sharing

Product Category	P#1	P#2	P#3	P#4	P#5	P#6	P#7	P#8	P#9	P#10	P#11	P#12	P#13	P#14	P#15	P#16	P#17	P#18	P#19	P#20	P#21	P#22	P#23	P#24	P#25	P#26	P#27	P#28	P#29	P#30	P#31	P#32	P#33	P#34	P#35	P#36	P#37	P#38	P#39	P#40	P#41	P#42	INCONSISTENT RESULTS
Book Sharing	24.5570%	15.6093%	53.5697%	39.7131%	69.3746%	26.9259%	19.0699%	48.6344%	24.3488%	15.0996%	13.3134%	23.3995%	26.6069%	25.0396%	53.7098%	13.8291%	35.9696%	38.2158%	18.5092%	42.6786%	25.7460%	33.3482%	36.2219%	36.5166%	14.8705%	22.6108%	33.9692%	28.3261%	36.3359%	18.2838%	30.8920%	13.7367%	22.9670%	20.8964%	35.9843%	59.7216%	65.1977%	53.0346%	18.7294%	36.6840%	34.3135%	25.8131%	P#5, P#36, P37

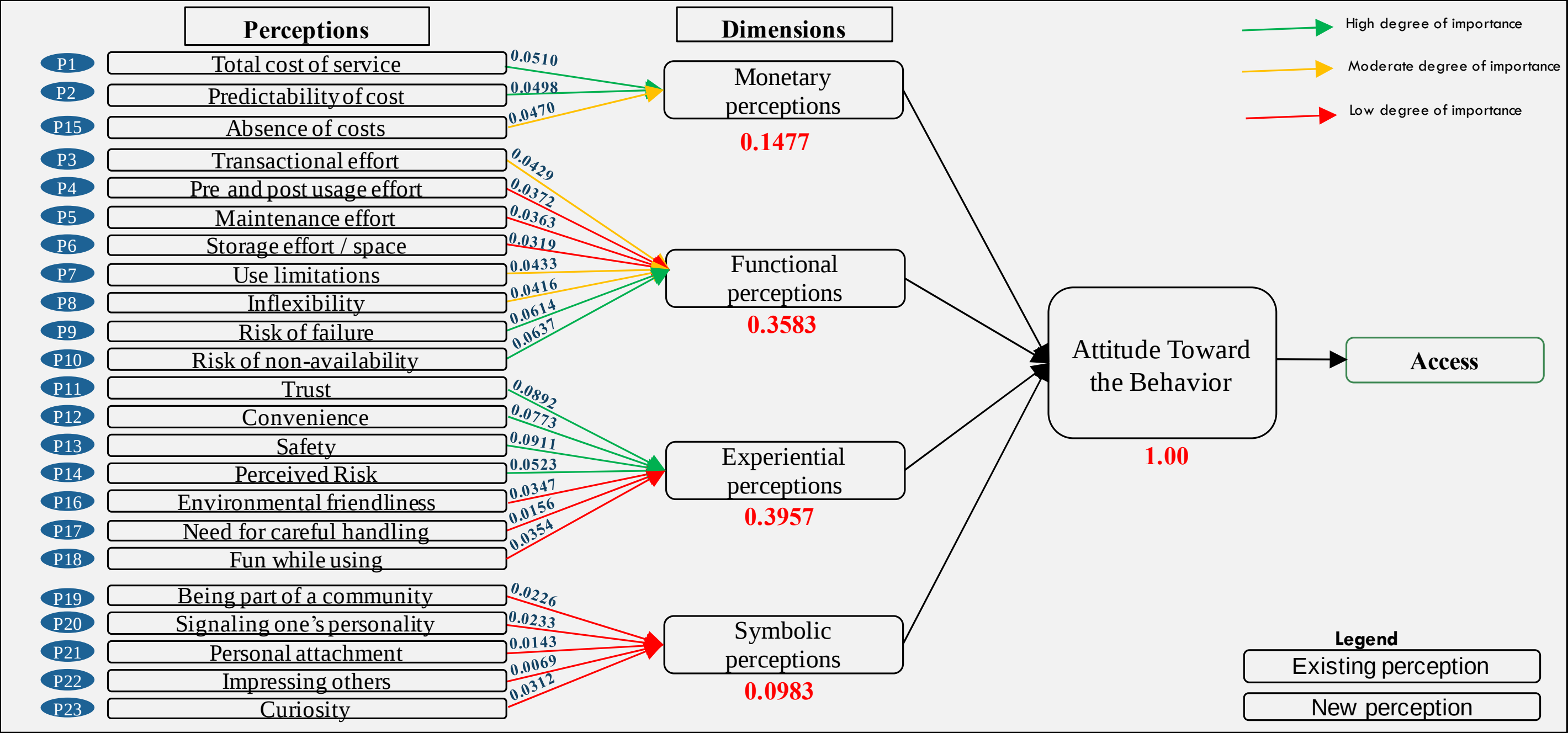


Figure 75 - Model of Construct of Attitude for Music Sharing

Table 29 - Consistency Ratio for Music Sharing

Product Category	P#1	P#2	P#3	P#4	P#5	P#6	P#7	P#8	P#9	P#10	P#11	P#12	P#13	P#14	P#15	P#16	P#17	P#18	P#19	P#20	P#21	P#22	P#23	P#24	P#25	P#26	P#27	P#28	P#29	P#30	P#31	P#32	P#33	P#34	P#35	P#36	P#37	P#38	P#39	P#40	P#41	P#42	INCONSISTENT RESULTS
Music Sharing	24.5570%	15.6093%	53.5697%	35.9172%	69.3746%	26.9259%	19.0699%	52.0840%	24.3488%	15.0996%	13.3134%	23.3995%	26.6069%	25.0396%	53.7098%	13.8291%	35.9696%	38.2158%	18.5092%	42.6786%	25.7460%	33.3482%	36.2219%	36.5166%	14.8705%	22.6108%	33.9692%	28.3261%	36.3359%	18.2838%	30.8920%	13.7367%	22.9670%	20.8964%	35.9843%	59.7216%	65.1977%	53.0346%	18.7294%	36.6840%	34.9841%	25.8131%	P#5, P#36, P37

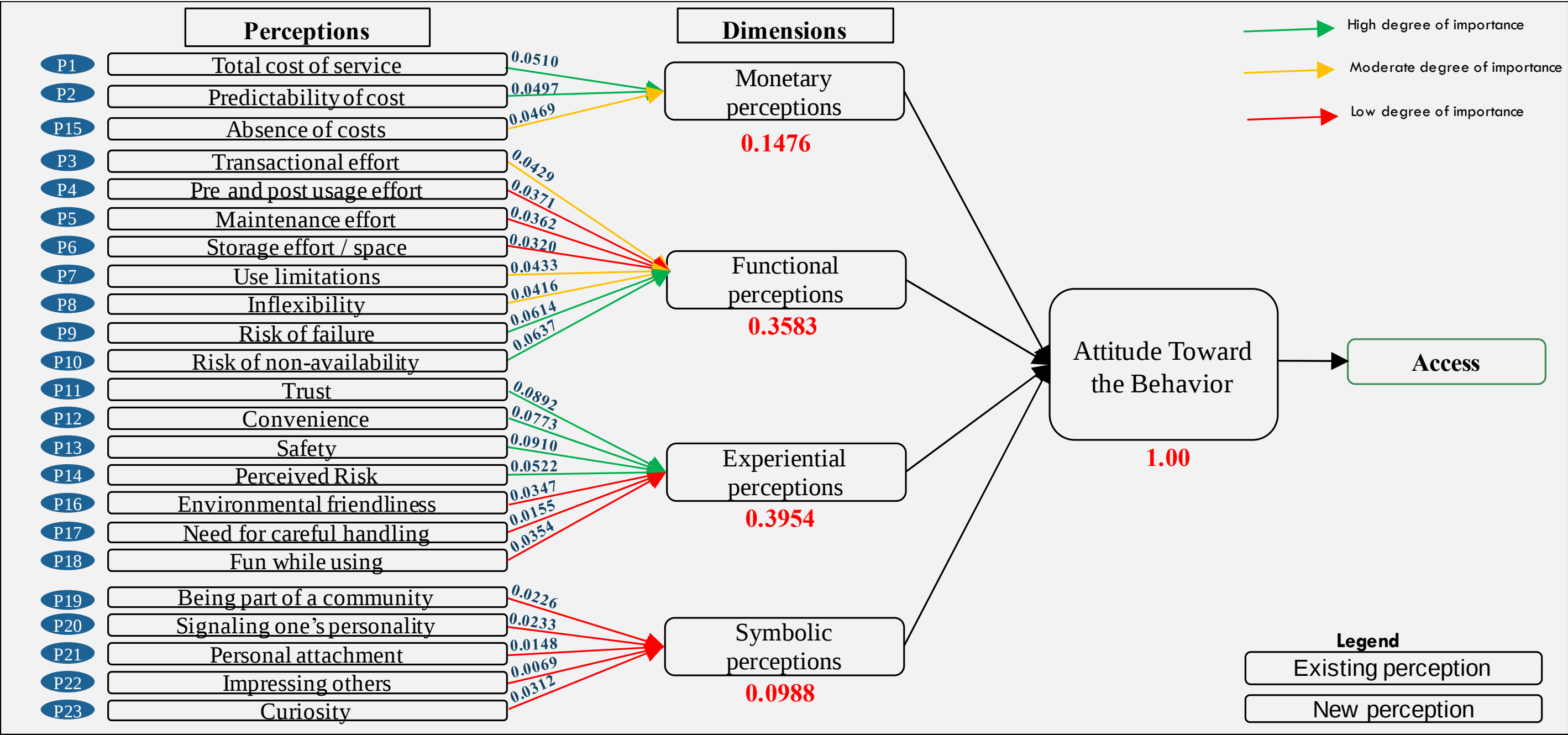


Figure 76 - Model of Construct of Attitude for Media Sharing

Table 30 - Consistency Ratio for Media Sharing

Product Category	P#1	P#2	P#3	P#4	P#5	P#6	P#7	P#8	P#9	P#10	P#11	P#12	P#13	P#14	P#15	P#16	P#17	P#18	P#19	P#20	P#21	P#22	P#23	P#24	P#25	P#26	P#27	P#28	P#29	P#30	P#31	P#32	P#33	P#34	P#35	P#36	P#37	P#38	P#39	P#40	P#41	P#42	INCONSISTENT RESULTS
Media Sharing	24.5570%	15.6093%	53.5697%	42.9139%	69.3746%	26.9259%	19.0699%	52.0840%	24.3488%	15.0996%	13.3134%	23.3995%	26.6069%	25.0396%	53.7098%	13.8291%	35.9696%	38.2158%	18.5092%	42.6786%	25.7460%	33.3482%	36.2219%	36.5166%	14.8705%	22.6108%	33.9692%	28.3261%	36.3359%	18.2838%	30.8920%	13.7367%	22.9670%	20.8964%	35.9843%	59.7216%	65.1977%	53.0346%	18.7294%	36.6840%	34.9841%	25.8131%	P#5, P#36, P37

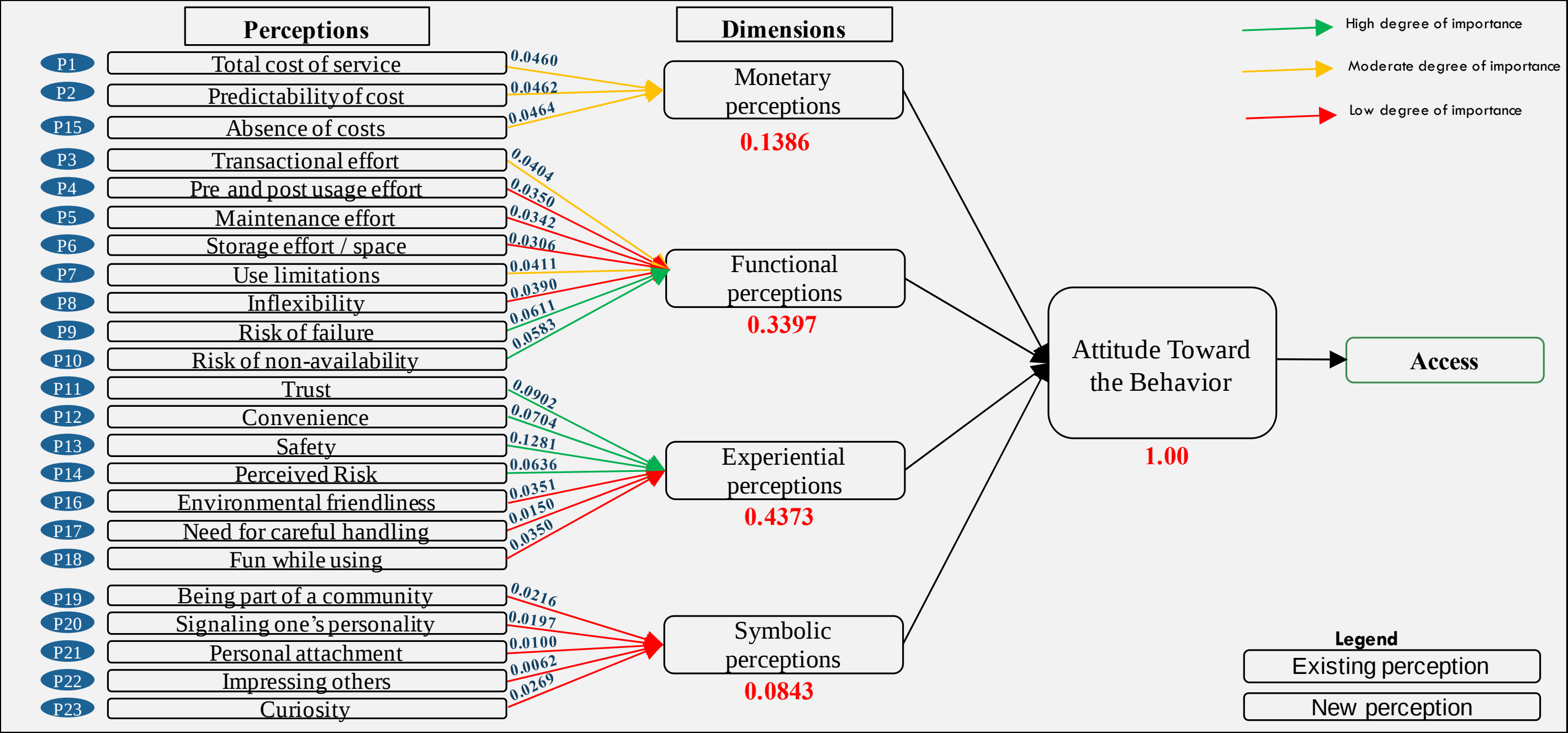


Figure 77 - Model of Construct of Attitude for Bike Sharing

Table 31 - Consistency Ratio for Bike Sharing

Product Category	P#1	P#2	P#3	P#4	P#5	P#6	P#7	P#8	P#9	P#10	P#11	P#12	P#13	P#14	P#15	P#16	P#17	P#18	P#19	P#20	P#21	P#22	P#23	P#24	P#25	P#26	P#27	P#28	P#29	P#30	P#31	P#32	P#33	P#34	P#35	P#36	P#37	P#38	P#39	P#40	P#41	P#42	INCONSISTENT RESULTS
Bike Sharing	24.5570%	15.6093%	53.5697%	32.6409%	69.3746%	26.9259%	19.0699%	50.1287%	24.3488%	17.3840%	14.5973%	26.5947%	26.6069%	32.2234%	53.7098%	13.8291%	35.5081%	39.4742%	18.5092%	46.6063%	25.7460%	33.3482%	36.2219%	36.5166%	13.5094%	23.2297%	33.9092%	28.3261%	35.8494%	18.2838%	24.8544%	13.0590%	22.9670%	21.0940%	41.9976%	60.1906%	68.9333%	53.0346%	18.7294%	37.2189%	34.6455%	26.6109%	P#5, P#36, P37

6.5 Discussion on the Comparison of Perceptions across Product Categories

The objective was to identify if the perceptions differ across the six product categories namely car, accommodation, book, music, media, and bike. The correlation coefficients of the perceptions between the product categories were calculated. The p-value or calculated probability was used in the context of null hypothesis testing in order to quantify the idea of statistical significance of evidence. A null hypothesis was proposed, that is, there is no difference between the product categories with respect to the perceptions (i.e. the sample means or medians are the same). The p-value was determined per perception and per dimension across the product categories (Table 18 and Figure 78 - 81). The null hypothesis states that there is no difference in the perceptions and it was interpreted in the following way:

- A small p-value (typically ≤ 0.05) indicates strong evidence against the null hypothesis, and the null hypothesis is rejected;
- A large p-value (> 0.05) indicates weak evidence against the null hypothesis, and the null hypothesis is not rejected.

Perceptions

On a more granular level, two out of twenty-three perceptions differ across the six product categories. The p-values are ≤ 0.05 for all perceptions except for safety and personal attachment. A small p-value (typically ≤ 0.05) indicates strong evidence against the null hypothesis, therefore the null hypothesis is rejected. The perceptions that differ are safety and personal attachment as illustrated in Table 18 and Figure 78 - 81. A large p-value (> 0.05) was observed for safety and personal attachment, which indicates weak evidence against the null hypothesis, there the null hypothesis was not rejected. Only the two perceptions that differ are discussed in more detail.

Safety

A large p-value (> 0.05) was observed for book and accommodation. There are differences for this combination ((Figure 79 and Table 18).

Personal attachment

A large p-value (> 0.05) was observed for music and car, music and accommodation, music and book, media and car, media and accommodation, media and book, music and bike and bike and media. There are differences for these combinations as per the significant probability values (Figure 80 and Table 18).

Total cost of service

Predictability of cost

Absence of cost

Pairwise Correlations

Variable	by Variable	Correlation	Count	Lower 95%	Upper 95%	Signif Prob	- ,8	- ,6	- ,4	- ,2	0	,2	,4	,6	,8
Acc	Car	0,9943	39	0,9891	0,9970	<,0001*									
Book	Car	0,8777	39	0,7774	0,9344	<,0001*									
Book	Acc	0,8824	39	0,7856	0,9370	<,0001*									
Music	Car	0,8763	39	0,7750	0,9337	<,0001*									
Music	Acc	0,8823	39	0,7854	0,9370	<,0001*									
Music	Book	0,9997	39	0,9994	0,9998	<,0001*									
Media	Car	0,8760	39	0,7745	0,9335	<,0001*									
Media	Acc	0,8821	39	0,7850	0,9369	<,0001*									
Media	Book	0,9996	39	0,9992	0,9998	<,0001*									
Media	Music	0,9999	39	0,9998	0,9999	<,0001*									
Bike	Car	0,9989	39	0,9978	0,9994	<,0001*									
Bike	Acc	0,9938	39	0,9881	0,9968	<,0001*									
Bike	Book	0,8765	39	0,7754	0,9338	<,0001*									
Bike	Music	0,8751	39	0,7730	0,9330	<,0001*									
Bike	Media	0,8748	39	0,7725	0,9328	<,0001*									

Pairwise Correlations

Variable	by Variable	Correlation	Count	Lower 95%	Upper 95%	Signif Prob	- ,8	- ,6	- ,4	- ,2	0	,2	,4	,6	,8
Acc	Car	0,9935	39	0,9876	0,9966	<,0001*									
Book	Car	0,9480	39	0,9025	0,9726	<,0001*									
Book	Acc	0,9448	39	0,8966	0,9709	<,0001*									
Music	Car	0,9443	39	0,8957	0,9706	<,0001*									
Music	Acc	0,9423	39	0,8920	0,9696	<,0001*									
Music	Book	0,9978	39	0,9958	0,9989	<,0001*									
Media	Car	0,9443	39	0,8957	0,9706	<,0001*									
Media	Acc	0,9423	39	0,8921	0,9696	<,0001*									
Media	Book	0,9977	39	0,9957	0,9988	<,0001*									
Media	Music	1,0000	39	1,0000	1,0000	<,0001*									
Bike	Car	0,9970	39	0,9943	0,9984	<,0001*									
Bike	Acc	0,9915	39	0,9837	0,9956	<,0001*									
Bike	Book	0,9478	39	0,9020	0,9725	<,0001*									
Bike	Music	0,9442	39	0,8954	0,9706	<,0001*									
Bike	Media	0,9442	39	0,8955	0,9706	<,0001*									

Pairwise Correlations

Variable	by Variable	Correlation	Count	Lower 95%	Upper 95%	Signif Prob	- ,8	- ,6	- ,4	- ,2	0	,2	,4	,6	,8
Acc	Car	0,9949	39	0,9903	0,9974	<,0001*									
Book	Car	0,9634	39	0,9308	0,9808	<,0001*									
Book	Acc	0,9637	39	0,9315	0,9810	<,0001*									
Music	Car	0,9625	39	0,9292	0,9803	<,0001*									
Music	Acc	0,9631	39	0,9303	0,9806	<,0001*									
Music	Book	0,9997	39	0,9994	0,9998	<,0001*									
Media	Car	0,9623	39	0,9287	0,9802	<,0001*									
Media	Acc	0,9627	39	0,9295	0,9804	<,0001*									
Media	Book	0,9997	39	0,9995	0,9999	<,0001*									
Media	Music	0,9999	39	0,9997	0,9999	<,0001*									
Bike	Car	0,9960	39	0,9923	0,9979	<,0001*									
Bike	Acc	0,9911	39	0,9829	0,9953	<,0001*									
Bike	Book	0,9679	39	0,9391	0,9831	<,0001*									
Bike	Music	0,9670	39	0,9375	0,9827	<,0001*									
Bike	Media	0,9667	39	0,9370	0,9826	<,0001*									

Transaction effort

Pre-and-post usage effort

Maintenance

Pairwise Correlations

Variable	by Variable	Correlation	Count	Lower 95%	Upper 95%	Signif Prob	- ,8	- ,6	- ,4	- ,2	0	,2	,4	,6	,8
Acc	Car	0,9922	39	0,9851	0,9959	<,0001*									
Book	Car	0,8311	39	0,6988	0,9084	<,0001*									
Book	Acc	0,8413	39	0,7158	0,9142	<,0001*									
Music	Car	0,8293	39	0,6959	0,9074	<,0001*									
Music	Acc	0,8403	39	0,7142	0,9136	<,0001*									
Music	Book	0,9974	39	0,9949	0,9986	<,0001*									
Media	Car	0,8294	39	0,6960	0,9075	<,0001*									
Media	Acc	0,8404	39	0,7143	0,9137	<,0001*									
Media	Book	0,9974	39	0,9951	0,9987	<,0001*									
Media	Music	1,0000	39	0,9999	1,0000	<,0001*									
Bike	Car	0,9085	39	0,8313	0,9513	<,0001*									
Bike	Acc	0,8951	39	0,8076	0,9440	<,0001*									
Bike	Book	0,9265	39	0,8634	0,9611	<,0001*									
Bike	Music	0,9245	39	0,8597	0,9600	<,0001*									
Bike	Media	0,9244	39	0,8596	0,9600	<,0001*									

Pairwise Correlations

Variable	by Variable	Correlation	Count	Lower 95%	Upper 95%	Signif Prob	- ,8	- ,6	- ,4	- ,2	0	,2	,4	,6	,8
Acc	Car	0,9948	39	0,9900	0,9973	<,0001*									
Book	Car	0,9222	39	0,8556	0,9587	<,0001*									
Book	Acc	0,9286	39	0,8672	0,9622	<,0001*									
Music	Car	0,9207	39	0,8529	0,9579	<,0001*									
Music	Acc	0,9286	39	0,8671	0,9622	<,0001*									
Music	Book	0,9987	39	0,9976	0,9993	<,0001*									
Media	Car	0,9205	39	0,8527	0,9579	<,0001*									
Media	Acc	0,9284	39	0,8669	0,9621	<,0001*									
Media	Book	0,9988	39	0,9978	0,9994	<,0001*									
Media	Music	1,0000	39	0,9999	1,0000	<,0001*									
Bike	Car	0,9707	39	0,9445	0,9847	<,0001*									
Bike	Acc	0,9694	39	0,9421	0,9840	<,0001*									
Bike	Book	0,9529	39	0,9114	0,9752	<,0001*									
Bike	Music	0,9514	39	0,9087	0,9744	<,0001*									
Bike	Media	0,9513	39	0,9084	0,9743	<,0001*									

Pairwise Correlations

Variable	by Variable	Correlation	Count	Lower 95%	Upper 95%	Signif Prob	- ,8	- ,6	- ,4	- ,2	0	,2	,4	,6	,8
Acc	Car	0,9693	39	0,9418	0,9839	<,0001*									
Book	Car	0,9515	39	0,9087	0,9744	<,0001*									
Book	Acc	0,9580	39	0,9208	0,9779	<,0001*									
Music	Car	0,9495	39	0,9051	0,9734	<,0001*									
Music	Acc	0,9580	39	0,9209	0,9779	<,0001*									
Music	Book	0,9989	39	0,9979	0,9994	<,0001*									
Media	Car	0,9489	39	0,9040	0,9731	<,0001*									
Media	Acc	0,9578	39	0,9204	0,9778	<,0001*									
Media	Book	0,9990	39	0,9980	0,9995	<,0001*									
Media	Music	1,0000	39	0,9999	1,0000	<,0001*									
Bike	Car	0,9729	39	0,9485	0,9858	<,0001*									
Bike	Acc	0,9966	39	0,9935	0,9982	<,0001*									
Bike	Book	0,9569	39	0,9189	0,9774	<,0001*									
Bike	Music	0,9559	39	0,9170	0,9768	<,0001*									
Bike	Media	0,9557	39	0,9165	0,9767	<,0001*									

Storage effort / space

Use limitations

Inflexibility

Pairwise Correlations

Variable	by Variable	Correlation	Count	Lower 95%	Upper 95%	Signif Prob	- ,8	- ,6	- ,4	- ,2	0	,2	,4	,6	,8
Acc	Car	0,9787	39	0,9594	0,9888	<,0001*									
Book	Car	0,9619	39	0,9280	0,9800	<,0001*									
Book	Acc	0,9759	39	0,9543	0,9874	<,0001*									
Music	Car	0,9616	39	0,9275	0,9798	<,0001*									
Music	Acc	0,9758	39	0,9541	0,9874	<,0001*									
Music	Book	0,9996	39	0,9992	0,9998	<,0001*									
Media	Car	0,9616	39	0,9275	0,9799	<,0001*									
Media	Acc	0,9759	39	0,9542	0,9874	<,0001*									
Media	Book	0,9996	39	0,9992	0,9998	<,0001*									
Media	Music	1,0000	39	1,0000	1,0000	<,0001*									
Bike	Car	0,9576	39	0,9202	0,9777	<,0001*									
Bike	Acc	0,9796	39	0,9611	0,9893	<,0001*									
Bike	Book	0,9537	39	0,9128	0,9756	<,0001*									
Bike	Music	0,9537	39	0,9129	0,9756	<,0001*									
Bike	Media	0,9537	39	0,9129	0,9756	<,0001*									

Risk of failure

Risk of non-availability

Trust

Pairwise Correlations															
Variable	by Variable	Correlation	Count	Lower 95%	Upper 95%	Signif Prob	-.8	-.6	-.4	-.2	0	.2	.4	.6	.8
Acc	Car	0,9894	39	0,9798	0,9945	<.0001*									
Book	Car	0,8381	39	0,7104	0,9123	<.0001*									
Book	Acc	0,8379	39	0,7100	0,9122	<.0001*									
Music	Car	0,7871	39	0,6274	0,8833	<.0001*									
Music	Acc	0,7753	39	0,6087	0,8764	<.0001*									
Music	Book	0,9385	39	0,8850	0,9675	<.0001*									
Media	Car	0,7869	39	0,6270	0,8831	<.0001*									
Media	Acc	0,7750	39	0,6082	0,8763	<.0001*									
Media	Book	0,9385	39	0,8850	0,9675	<.0001*									
Media	Music	0,9999	39	0,9999	1,0000	<.0001*									
Bike	Car	0,9901	39	0,9811	0,9949	<.0001*									
Bike	Acc	0,9842	39	0,9699	0,9917	<.0001*									
Bike	Book	0,8447	39	0,7215	0,9161	<.0001*									
Bike	Music	0,7963	39	0,6422	0,8886	<.0001*									
Bike	Media	0,7961	39	0,6418	0,8885	<.0001*									

Pairwise Correlations															
Variable	by Variable	Correlation	Count	Lower 95%	Upper 95%	Signif Prob	-.8	-.6	-.4	-.2	0	.2	.4	.6	.8
Acc	Car	0,8483	39	0,7276	0,9181	<.0001*									
Book	Car	0,7954	39	0,6407	0,8881	<.0001*									
Book	Acc	0,6532	39	0,4253	0,8032	<.0001*									
Music	Car	0,7933	39	0,6374	0,8869	<.0001*									
Music	Acc	0,6513	39	0,4226	0,8020	<.0001*									
Music	Book	0,9996	39	0,9992	0,9998	<.0001*									
Media	Car	0,7914	39	0,6342	0,8857	<.0001*									
Media	Acc	0,6495	39	0,4200	0,8009	<.0001*									
Media	Book	0,9996	39	0,9993	0,9998	<.0001*									
Media	Music	0,9999	39	0,9999	1,0000	<.0001*									
Bike	Car	0,9078	39	0,8300	0,9509	<.0001*									
Bike	Acc	0,8464	39	0,7243	0,9170	<.0001*									
Bike	Book	0,8584	39	0,7446	0,9237	<.0001*									
Bike	Music	0,8568	39	0,7419	0,9229	<.0001*									
Bike	Media	0,8555	39	0,7396	0,9221	<.0001*									

Pairwise Correlations															
Variable	by Variable	Correlation	Count	Lower 95%	Upper 95%	Signif Prob	-.8	-.6	-.4	-.2	0	.2	.4	.6	.8
Acc	Car	0,9681	39	0,9396	0,9833	<.0001*									
Book	Car	0,7594	39	0,5837	0,8671	<.0001*									
Book	Acc	0,7665	39	0,5948	0,8713	<.0001*									
Music	Car	0,7483	39	0,5666	0,8606	<.0001*									
Music	Acc	0,7611	39	0,5865	0,8682	<.0001*									
Music	Book	0,9965	39	0,9932	0,9982	<.0001*									
Media	Car	0,7483	39	0,5666	0,8606	<.0001*									
Media	Acc	0,7611	39	0,5865	0,8682	<.0001*									
Media	Book	0,9965	39	0,9932	0,9982	<.0001*									
Media	Music	1,0000	39	.	.	<.0001*									
Bike	Car	0,9443	39	0,8956	0,9706	<.0001*									
Bike	Acc	0,9320	39	0,8733	0,9640	<.0001*									
Bike	Book	0,7859	39	0,6255	0,8826	<.0001*									
Bike	Music	0,7764	39	0,6105	0,8771	<.0001*									
Bike	Media	0,7764	39	0,6105	0,8771	<.0001*									

Convenience

Safety

Perceived Risk

Pairwise Correlations															
Variable	by Variable	Correlation	Count	Lower 95%	Upper 95%	Signif Prob	-.8	-.6	-.4	-.2	0	.2	.4	.6	.8
Acc	Car	0,9681	39	0,9396	0,9833	<,.0001*									
Book	Car	0,7594	39	0,5837	0,8671	<,.0001*									
Book	Acc	0,7665	39	0,5948	0,8713	<,.0001*									
Music	Car	0,7483	39	0,5666	0,8606	<,.0001*									
Music	Acc	0,7611	39	0,5865	0,8682	<,.0001*									
Music	Book	0,9965	39	0,9932	0,9982	<,.0001*									
Media	Car	0,7483	39	0,5666	0,8606	<,.0001*									
Media	Acc	0,7611	39	0,5865	0,8682	<,.0001*									
Media	Book	0,9965	39	0,9932	0,9982	<,.0001*									
Media	Music	1,0000	39	.	.	<,.0001*									
Bike	Car	0,9443	39	0,8956	0,9706	<,.0001*									
Bike	Acc	0,9320	39	0,8733	0,9640	<,.0001*									
Bike	Book	0,7859	39	0,6255	0,8826	<,.0001*									
Bike	Music	0,7764	39	0,6105	0,8771	<,.0001*									
Bike	Media	0,7764	39	0,6105	0,8771	<,.0001*									

Pairwise Correlations																
Variable	by Variable	Correlation	Count	Lower 95%	Upper 95%	Signif Prob	-.8	-.6	-.4	-.2	0	.2	.4	.6	.8	
Acc	Car	0,9074	39	0,8294	0,9507	<.0001*										
Book	Car	0,3168	39	0,0015	0,5749	0,0494*										
Book	Acc	0,3043	39	-0,0125	0,5655	0,0597										
Music	Car	0,3270	39	0,0128	0,5824	0,0422*										
Music	Acc	0,3143	39	-0,0013	0,5730	0,0513										
Music	Book	0,9986	39	0,9974	0,9993	<.0001*										
Media	Car	0,3274	39	0,0132	0,5827	0,0419*										
Media	Acc	0,3148	39	-0,0008	0,5733	0,0510										
Media	Book	0,9986	39	0,9974	0,9993	<.0001*										
Media	Music	1,0000	39	0,9999	1,0000	<.0001*										
Bike	Car	0,8039	39	0,6544	0,8929	<.0001*										
Bike	Acc	0,7731	39	0,6052	0,8751	<.0001*										
Bike	Book	0,3808	39	0,0741	0,6216	0,0168*										
Bike	Music	0,3892	39	0,0840	0,6277	0,0143*										
Bike	Media	0,3894	39	0,0842	0,6278	0,0143*										

Pairwise Correlations															
Variable	by Variable	Correlation	Count	Lower 95%	Upper 95%	Signif Prob	-.8	-.6	-.4	-.2	0	.2	.4	.6	.8
Acc	Car	0,9623	39	0,9288	0,9802	<.0001*									
Book	Car	0,4540	39	0,1616	0,6731	0,0037*									
Book	Acc	0,4534	39	0,1609	0,6727	0,0037*									
Music	Car	0,4547	39	0,1625	0,6736	0,0036*									
Music	Acc	0,4547	39	0,1625	0,6736	0,0036*									
Music	Book	0,9988	39	0,9977	0,9994	<.0001*									
Media	Car	0,4554	39	0,1633	0,6741	0,0036*									
Media	Acc	0,4552	39	0,1631	0,6739	0,0036*									
Media	Book	0,9990	39	0,9981	0,9995	<.0001*									
Media	Music	0,9998	39	0,9997	0,9999	<.0001*									
Bike	Car	0,9609	39	0,9262	0,9795	<.0001*									
Bike	Acc	0,9918	39	0,9844	0,9958	<.0001*									
Bike	Book	0,4739	39	0,1862	0,6867	0,0023*									
Bike	Music	0,4745	39	0,1870	0,6871	0,0023*									
Bike	Media	0,4751	39	0,1877	0,6875	0,0022*									

Environmental friendliness

Need for careful handling

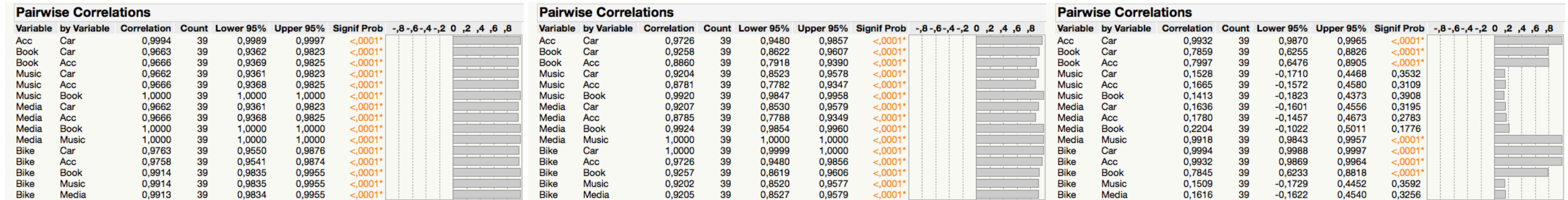
Fun while using

Pairwise Correlations															
Variable	by Variable	Correlation	Count	Lower 95%	Upper 95%	Signif Prob	-.8	-.6	-.4	-.2	0	.2	.4	.6	.8
Acc	Car	0,9270	39	0,8642	0,9613	<.0001*									
Book	Car	0,8845	39	0,7893	0,9382	<.0001*									
Book	Acc	0,9728	39	0,9484	0,9858	<.0001*									
Music	Car	0,8842	39	0,7888	0,9380	<.0001*									
Music	Acc	0,9727	39	0,9482	0,9857	<.0001*									
Music	Book	0,9999	39	0,9998	1,0000	<.0001*									
Media	Car	0,8842	39	0,7888	0,9381	<.0001*									
Media	Acc	0,9727	39	0,9482	0,9857	<.0001*									
Media	Book	0,9999	39	0,9998	1,0000	<.0001*									
Media	Music	1,0000	39	1,0000	1,0000	<.0001*									
Bike	Car	0,9751	39	0,9527	0,9870	<.0001*									
Bike	Acc	0,9352	39	0,8791	0,9658	<.0001*									
Bike	Book	0,9372	39	0,8826	0,9668	<.0001*									
Bike	Music	0,9368	39	0,8819	0,9666	<.0001*									
Bike	Media	0,9367	39	0,8819	0,9666	<.0001*									

Being part of a community

Signalling one's personality

Personal attachment



Impressing other

Curiosity

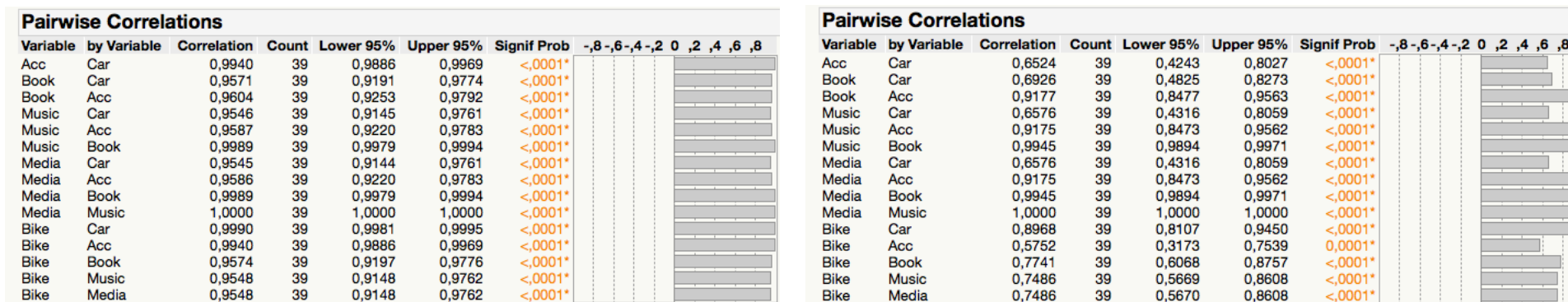


Figure 80 – Pairwise Correlations of Perceptions across Product Categories

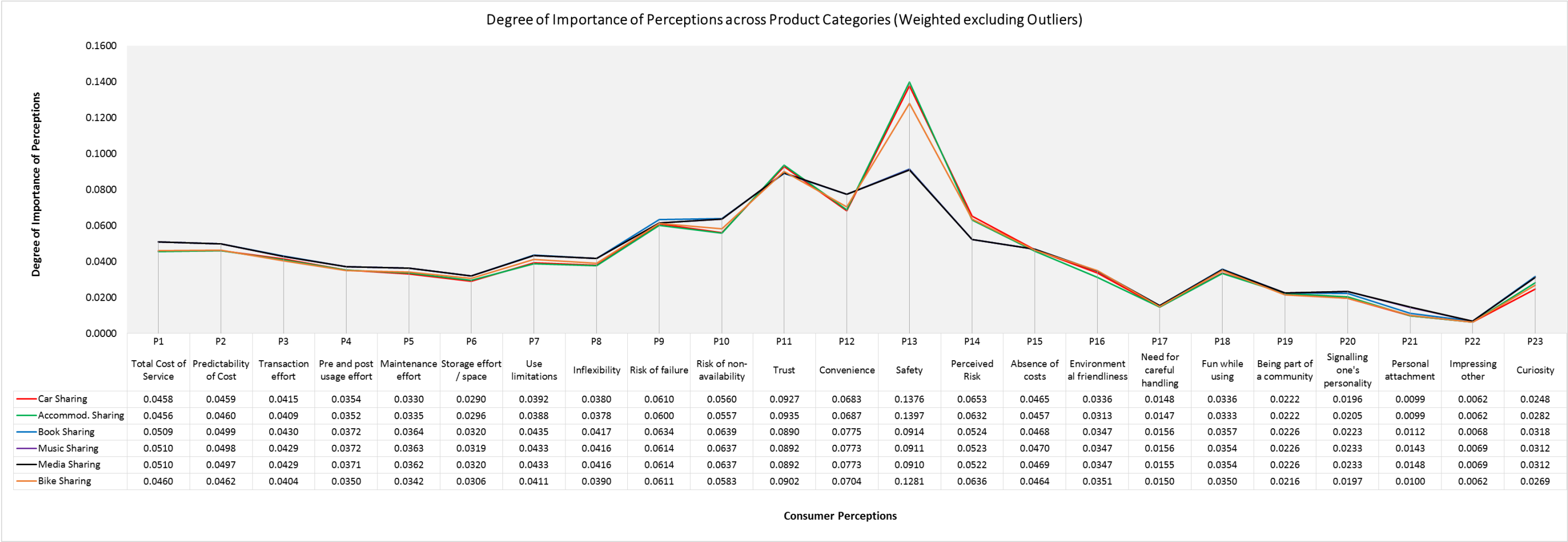


Figure 81 – Degree of Importance of Perceptions across Product Categories

Dimensions

The correlation coefficients of the perceptions between the product categories are illustrated in Table 18 and Figure 82 and Figure 83. The four dimensions are:

Experiential perceptions are the most important dimension across all six-product categories. All p-values ≤ 0.05 , which indicates strong evidence against the null hypothesis, therefore the null hypothesis is rejected. There are no differences in perceptions across the product categories. The dimensions between the product categories car, accommodation, and bike are positively correlated. The dimensions between the product categories book, music, and media are also positively correlated.

Functional perceptions are the second most important dimension across all six-product categories. All p-values ≤ 0.05 . A small p-value (typically ≤ 0.05) indicates strong evidence against the null hypothesis, therefore the null hypothesis is rejected. There is a positive correlation between the car, accommodation, and bike dimensions. There is also a positive correlation between the book, music, and media dimensions.

Monetary perceptions are the third most important across all six product categories. A small p-value (typically ≤ 0.05) indicates strong evidence against the null hypothesis, and a large p-value (> 0.05) indicates weak evidence against the null hypothesis. There is only a positive correlation between music and book; and media and music. All the other correlations have a large p-value (> 0.05) which indicates weak evidence against the null hypothesis, and thus the null hypothesis is not rejected, indicating there are differences for all the product categories except for music and book; and media and music (Table 18)

Symbolic perceptions are the least important dimension across all six-product categories. All p-values ≤ 0.05 . A small p-value (typically ≤ 0.05) indicates strong evidence against the null hypothesis, therefore the null hypothesis is rejected. There are no differences in perceptions across the product categories. There is a positive correlation between the car, accommodation, bike, book, music, and media dimensions.

According to the results of the t-test (Table 18), it can be concluded that only the monetary dimensions and its respective perceptions differ across all the product categories except for music and book, and media and music.

Experiential Perceptions

Functional Perceptions

Variable	by Variable	Correlation	Count	Lower 95%	Upper 95%	Signif Prob	- ,8	- ,6	- ,4	- ,2	0	,2	,4	,6	,8
Acc	Car	0,9996	7	0,9974	0,9999	<,0001*									
Book	Car	0,9217	7	0,5515	0,9886	0,0032*									
Book	Acc	0,9223	7	0,5540	0,9887	0,0031*									
Music	Car	0,9209	7	0,5474	0,9885	0,0032*									
Music	Acc	0,9214	7	0,5497	0,9885	0,0032*									
Music	Book	1,0000	7	0,9999	1,0000	<,0001*									
Media	Car	0,9203	7	0,5449	0,9884	0,0033*									
Media	Acc	0,9208	7	0,5472	0,9885	0,0032*									
Media	Book	1,0000	7	0,9998	1,0000	<,0001*									
Media	Music	1,0000	7	1,0000	1,0000	<,0001*									
Bike	Car	0,9985	7	0,9894	0,9998	<,0001*									
Bike	Acc	0,9979	7	0,9854	0,9997	<,0001*									
Bike	Book	0,9401	7	0,6402	0,9913	0,0016*									
Bike	Music	0,9392	7	0,6358	0,9912	0,0017*									
Bike	Media	0,9387	7	0,6335	0,9911	0,0017*									

Variable	by Variable	Correlation	Count	Lower 95%	Upper 95%	Signif Prob	- ,8	- ,6	- ,4	- ,2	0	,2	,4	,6	,8
Acc	Car	0,9995	8	0,9973	0,9999	<,0001*									
Book	Car	0,9878	8	0,9316	0,9979	<,0001*									
Book	Acc	0,9904	8	0,9456	0,9983	<,0001*									
Music	Car	0,9819	8	0,8998	0,9968	<,0001*									
Music	Acc	0,9847	8	0,9147	0,9973	<,0001*									
Music	Book	0,9991	8	0,9946	0,9998	<,0001*									
Media	Car	0,9818	8	0,8992	0,9968	<,0001*									
Media	Acc	0,9846	8	0,9143	0,9973	<,0001*									
Media	Book	0,9991	8	0,9946	0,9998	<,0001*									
Media	Music	1,0000	8	0,9999	1,0000	<,0001*									
Bike	Car	0,9944	8	0,9681	0,9990	<,0001*									
Bike	Acc	0,9961	8	0,9776	0,9993	<,0001*									
Bike	Book	0,9968	8	0,9818	0,9994	<,0001*									
Bike	Music	0,9925	8	0,9576	0,9987	<,0001*									
Bike	Media	0,9926	8	0,9580	0,9987	<,0001*									

Monetary Perceptions

Symbolic Perceptions

Variable	by Variable	Correlation	Count	Lower 95%	Upper 95%	Signif Prob	- ,8	- ,6	- ,4	- ,2	0	,2	,4	,6	,8
Acc	Car	-0,1480	3	-1,0000	.	0,9054									
Book	Car	-0,9946	3	-1,0000	.	0,0660									
Book	Acc	0,0449	3	-1,0000	.	0,9714									
Music	Car	-0,9866	3	-1,0000	.	0,1045									
Music	Acc	-0,0156	3	-1,0000	.	0,9901									
Music	Book	0,9982	3	-1,0000	.	0,0386*									
Media	Car	-0,9833	3	-1,0000	.	0,1165									
Media	Acc	-0,0344	3	-1,0000	.	0,9781									
Media	Book	0,9969	3	-1,0000	.	0,0505									
Media	Music	0,9998	3	-1,0000	.	0,0120*									
Bike	Car	0,9245	3	-1,0000	.	0,2490									
Bike	Acc	0,2402	3	-1,0000	.	0,8456									
Bike	Book	-0,9589	3	-1,0000	.	0,1830									
Bike	Music	-0,9744	3	-1,0000	.	0,1445									
Bike	Media	-0,9784	3	-1,0000	.	0,1325									

Variable	by Variable	Correlation	Count	Lower 95%	Upper 95%	Signif Prob	- ,8	- ,6	- ,4	- ,2	0	,2	,4	,6	,8
Acc	Car	0,9924	5	0,8848	0,9995	0,0008*									
Book	Car	0,9762	5	0,6767	0,9985	0,0044*									
Book	Acc	0,9951	5	0,9251	0,9997	0,0004*									
Music	Car	0,9669	5	0,5764	0,9979	0,0072*									
Music	Acc	0,9836	5	0,7661	0,9990	0,0025*									
Music	Book	0,9910	5	0,8657	0,9994	0,0010*									
Media	Car	0,9631	5	0,5378	0,9977	0,0085*									
Media	Acc	0,9798	5	0,7197	0,9987	0,0034*									
Media	Book	0,9880	5	0,8238	0,9992	0,0016*									
Media	Music	0,9997	5	0,9958	1,0000	<,0001*									
Bike	Car	0,9940	5	0,9080	0,9996	0,0006*									
Bike	Acc	0,9998	5	0,9967	1,0000	<,0001*									
Bike	Book	0,9937	5	0,9045	0,9996	0,0006*									
Bike	Music	0,9836	5	0,7662	0,9990	0,0025*									
Bike	Media	0,9801	5	0,7230	0,9987	0,0034*									

Figure 82 – Pairwise Correlations of Dimensions across Product Categories

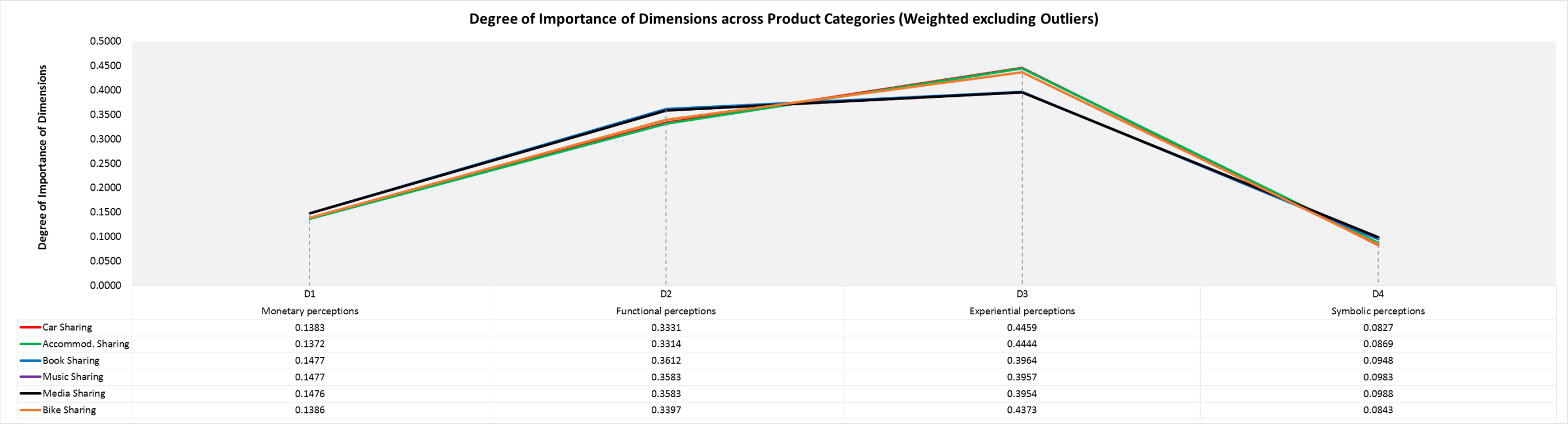


Figure 83 - Degree of Importance of Dimensions across Product Categories

6.6 Discussion on the Perception of Consumers with and without Access Consumption Experience

The objective was to determine if the perceptions of consumers with and without access consumption experience differ. In determining this, the perceptions of the consumers with access experience were compared with the perceptions of the consumers with no access consumption experience across the different product categories.

Table 20 provides a summary of the correlation probability analysis of the perceptions with and without sharing experience. A null hypothesis was proposed, that is, there is no difference between the perceptions with and without access consumption mode experience (i.e. the sample means or medians are the same). The p-values were identified for all the perceptions dimensions and product categories as illustrated in Table 20.

The p-values were interpreted in the following way:

- A small p-value (typically ≤ 0.05) indicates strong evidence against the null hypothesis and the null hypothesis is rejected (no difference). The p values ≤ 0.05 are reflected in black in Table 20.
- A large p-value (> 0.05) indicates weak evidence against the null hypothesis, and the null hypothesis is not rejected (there is a difference). The p values > 0.05 are highlighted in red in Table 20.

There is a difference in the monetary and the symbolic perceptions with and without access consumption experience. There is no difference in the experiential and functional perceptions with and without access consumption experience.

The contrast of consumers with access consumption experience and without experience is compared across the six-product categories as shown in Table 20. The product category sample size are as follows:

- **Car sharing:** The perceptions of the South African consumers sampled with (N = 36; 92%) and without (N = 3; 8%) car-sharing experience.

- **Accommodation:** The perceptions of the South African consumers sampled with (N = 25; 60%) and without (N = 17; 40%) accommodation-sharing experience.
- **Book sharing:** The perceptions of the South African consumers sampled with (N = 23; 55%) and without (N = 19; 45%) book-sharing experience.
- **Music sharing:** The perceptions of the South African consumers sampled with (N = 33; 79%) and without (N = 9; 21%) music-sharing experience do differ.
- **Media sharing:** The perceptions of the South African consumers sampled with (N = 36; 86%) and without (N = 6; 14%) media-sharing.
- **Bike sharing:** The perceptions of the SA consumers sampled with (N = 11; 26%) and without (N = 31; 74%) bike-sharing.

Dimensions

The null hypothesis proposed, that is, there is no difference between the perceptions with and without access consumption mode experience (i.e. the sample means or medians are the same). The results presented in Table 20 was used to defend the hypothesis. The response was aligned to the four dimensions.

1st - Experiential perceptions are the most important perceptions across all product categories. It is based on experience and observation beliefs and includes seven of the twenty-three perceptions. The perceptions are safety, trust, convenience, perceived risk, environmental friendliness, need for careful handling, and fun while using perceptions. All p-values ≤ 0.05 , which indicates strong evidence against the null hypothesis, therefore the null hypothesis is rejected. There is no difference between the seven experiential perceptions with and without access consumption mode experience.

2nd - Functional perceptions are the second most important across all product categories. It is designed to be practical and useful, rather than attractive and includes eight of the twenty-three perceptions. They are transaction effort, pre-and-post usage effort, maintenance effort, storage effort, use limitations, inflexibility, risk of failure, and risk of non-availability perceptions. All p-values ≤ 0.05 , which indicates strong evidence against the null hypothesis, therefore the null hypothesis is rejected. There is no difference between the eight functional perceptions with and without access consumption mode experience.

3rd - Monetary perceptions are the third most important across all product categories. It relates to money or financial beliefs and includes three of the twenty-three perceptions. All the correlations have a large p-value (> 0.05) which indicates weak evidence against the null hypothesis, and thus the null hypothesis is not rejected, indicating there are differences between the three monetary perceptions with and without access consumption mode experience for all the product categories combinations. (Table 20). The p values > 0.05 are highlighted in red.

4th - Symbolic perceptions are the least important across all product categories. It serves as a representation or is something that has a greater meaning because of what it represents and it includes five of the twenty-three perceptions. They include being part of a community, signalling one's personality, personal attachment, impressing other, and curiosity perceptions. The majority of the correlations have a large p-value (> 0.05) which indicates weak evidence against the null hypothesis, and thus the null hypothesis is not rejected, indicating there are differences between the five symbolic perceptions with and without access consumption mode experience for most of the product categories combinations (Table 20). The p values > 0.05 are highlighted in red.

According to the results of the t-test (Table 20) and significant probabilities, it can be concluded that the monetary and symbolic dimensions and their respective perceptions of consumers with and without access consumption experience differ.

CHAPTER 7: CONCLUSION AND RECOMMENDATIONS

This chapter concludes the study by providing an overview of the research results and summarizing the research objectives pursued. This chapter summarises the conclusions drawn from the research. This is followed by the recommendations for the consumers and management of organisations. Lastly, recommendations were provided for future research projects to address the limitations of the study.

7.1 Introduction

A better understanding of the South African consumer behaviour in consumption mode choice is highly pertinent for our society as access based consumption mode could become a well-suited alternative to cope with limited resources, high cost of ownership, environmental pollution, affordability constraints and a rapidly growing global population living increasingly in densely populated megacities (Bardhi & Eckhardt, 2012; and Lamberton & Rose, 2012). The objective of the study was to (i) determine how the South African consumers perceive the access and ownership consumption modes, and identify the key drivers influencing the access consumption mode; (ii) identify the perceptions that determine the attitude towards the access consumption mode, and ascertain which perceptions and dimensions are the most important; (iii) identify if the perceptions of the consumers differ across the six product categories namely car, accommodation, book, music, media, and bike; and (iv) establish how the perceptions of the South African consumers with and without actual access consumption experience differ.

Access offerings will enable South African consumers to consume and experience products and services that they cannot afford to buy and this will improve accessibility (Bardhi & Eckhardt, 2012; Lamberton and Rose, 2012). The researcher embarked on this research primarily to engage the consumers about their participation in the shared economy and translated their experiences and insights into vital information, knowledge, and recommendations to assist consumers and organisations embrace and take advantage of the opportunities presented by the shared economy in South Africa. The results reveal that the sharing economy is growing, and there is a shift from the ownership to the access consumption mode in South Africa. It also reveals that the perceptions influencing participation in the sharing economy differs across the different product categories.

7.2 Conclusions of the study

Ownership and access will co-exist for years to come. This creates the opportunity and demand for both ownership, and access based capabilities and service based offerings. Organisations and consumers can no longer afford to ignore the rise of the shared economy and collaborative consumption offerings, the most prominent examples being the taxi service Uber and an accommodation rental service called Airbnb. In this global and competitive economy, it is a great opportunity and imperative for business leaders to seek and drive innovative strategies and / or business models and rapidly increase the pace towards a shared economy.

A better understanding of the consumer behaviour in consumption mode choice is extremely important, as access is an alternative to cope with limited resources, high cost of ownership, environmental pollution, and a rapidly growing global population living increasingly in densely populated megacities (Lovelock & Gummesson, 2004). This provides an equal opportunity for consumers to participate in the shared economy and take advantage of the benefits it offers. Ownership is no longer the ultimate expression of consumer desire (Bardhi & Eckhardt, 2012; Belk, 2013b; Chen, 2009; Walsh, 2011).

In concluding the research, the key results relating to the access and ownership consumption mode, the key drivers influencing the shared economy, the perceptions, formative measure models, and the conceptual research framework is summarised and presented below.

Access verse Ownership

According to the research results, 66.7% of the South African participants sampled considered access consumption mode more important than ownership, while 33.3% believed that ownership is more important and thus selected ownership over access.

Key Drivers

The key drivers influencing the sharing economy in SA according to the results, in order of priority is economic, technological, social, and environmental respectively. Two additional drivers were identified, namely legal and political. The legal driver was considered more influential in South Africa than the political driver.

Perceptions

A set of twenty-three relevant perceptions for determining a consumer's attitude towards the access consumption mode was explored. These perceptions were clustered into four dimensions namely, monetary, functional, experiential, and symbolic. It is found that the experiential and functional perceptions are generally most important, followed by monetary and lastly the symbolic perceptions across all product categories.

The perceptions were ranked according to their degree of importance towards the access consumption mode. On a more granular level, the access based consumption mode offerings in different product categories are perceived differently, highlighting the importance of multi-category studies. However, there is a close correlation between car, accommodation, and bike sharing product categories. There is also a close correlation between book, music, and media sharing product categories. Some of the perceptions do differ across the selected product categories. The perceptions that differ are safety and personal attachment.

Formative Measurement Model

A formative measurement model of the perceptions towards the access consumption mode based on the quantitative results were developed and successfully validated. The construct attitude (independent variable) towards the access consumption mode is a differential measure and is dependent on the four dimensions and the twenty-three perceptions. The study reveals the importance and significance of the perceptions.

The model of construct of attitude denotes the most important dimensions across the six product categories. The experiential perceptions are the most important across all six-product categories. The functional perceptions are the second most important dimension across all six product categories. The monetary perceptions are the third most important and the symbolic perceptions is the least important dimension across all product categories. The newly developed formative measurement model of consumer attitudes towards the access consumption mode is a valid instrument that organisations can use to evaluate the perceptions and the overall attitude towards access consumption. The model would assist organisations determine which perceptions and dimensions are most important to the consumer and motivates the consumer to participate in the sharing economy across the different product categories.

Treemapping

Treemapping is a method for displaying hierarchical data by using nested rectangles. Each branch (dimension) of the tree has a rectangle, which is tiled with smaller rectangles representing sub-branches (perceptions). Each rectangle has an area proportional to a specified perception or dimension of the data. The rectangles are coloured to show a separate perception or dimension of the data. The colour and size of the rectangles (dimensions or perceptions) are correlated with the tree structure to visualise the patterns. The darker the colour and / or larger the size of the rectangle, the higher the degree of importance of the perception. The legend used in Figure 84 – 97 is as follows:

-  Large rectangles represent high degree of importance
-  Small rectangle represents low degree of importance
-  Dark colours represent high degree of importance
-  Medium colours represent moderate degree of importance
-  Light colours represent low degree of importance

The measurement model was designed to be applicable across a wide selection of product categories and can be adapted to different product categories and consumption modes. This was demonstrated by the successful application of the model across the six product categories as explored in this study. Organisations can apply the model to the access and ownership consumption modes across different product categories to evaluate market potential and consumer preferences in different markets using this instrument, example, car-manufacturing organisations considering diversify their business models and introducing car sharing services such as BMW's DriveNow or Daimler's Car2Go.

Figure 84 and 85 visualises the degree of importance of the perceptions and the dimensions respectively for the overall shared economy.

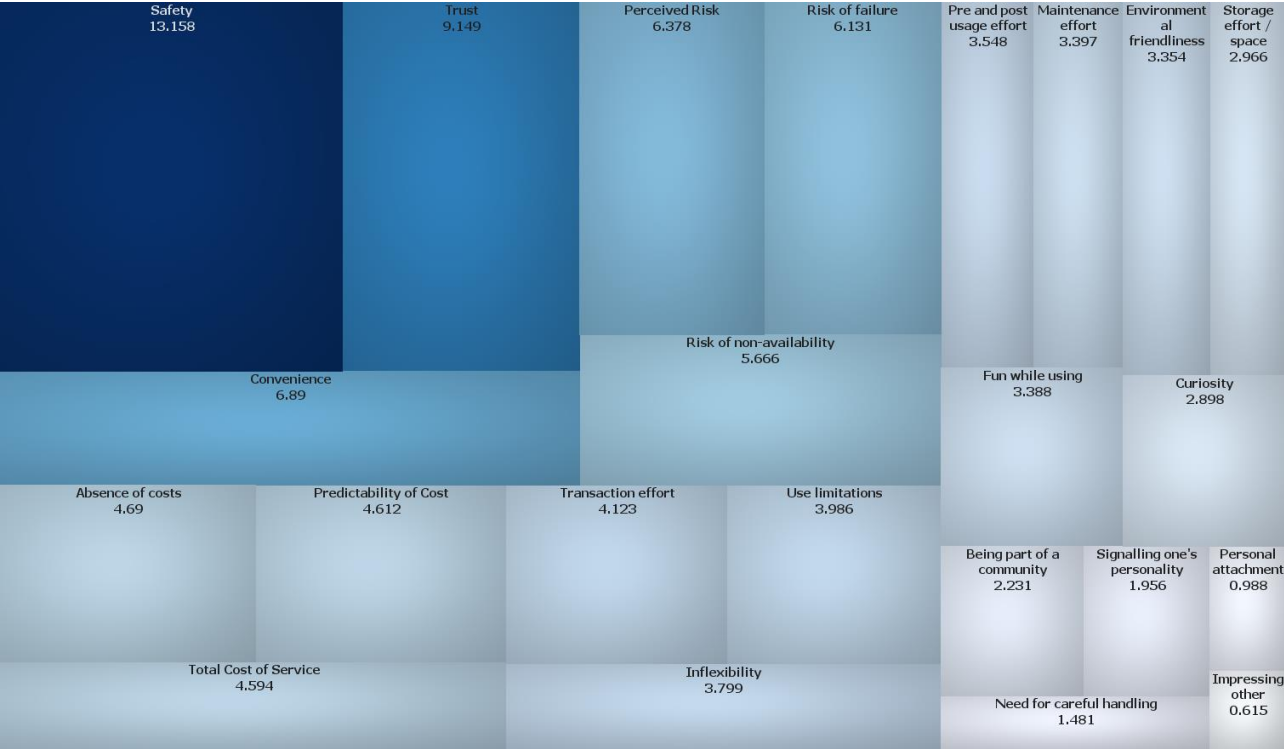


Figure 84 – Treemap Visualising Importance of Perceptions for the Shared Economy

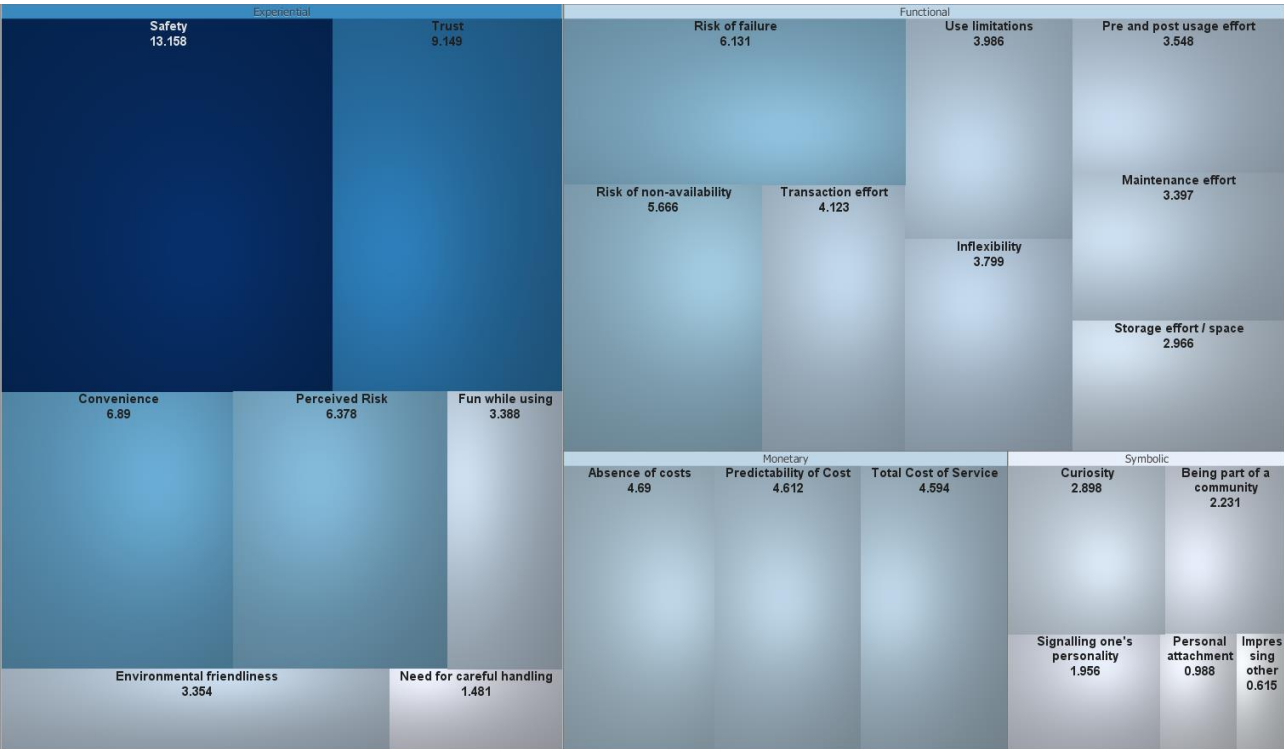


Figure 85 - Treemap Visualising Importance of Dimensions for the Shared Economy

Figure 86 and 87 visualises the degree of importance of the perceptions and the dimensions respectively for car sharing.

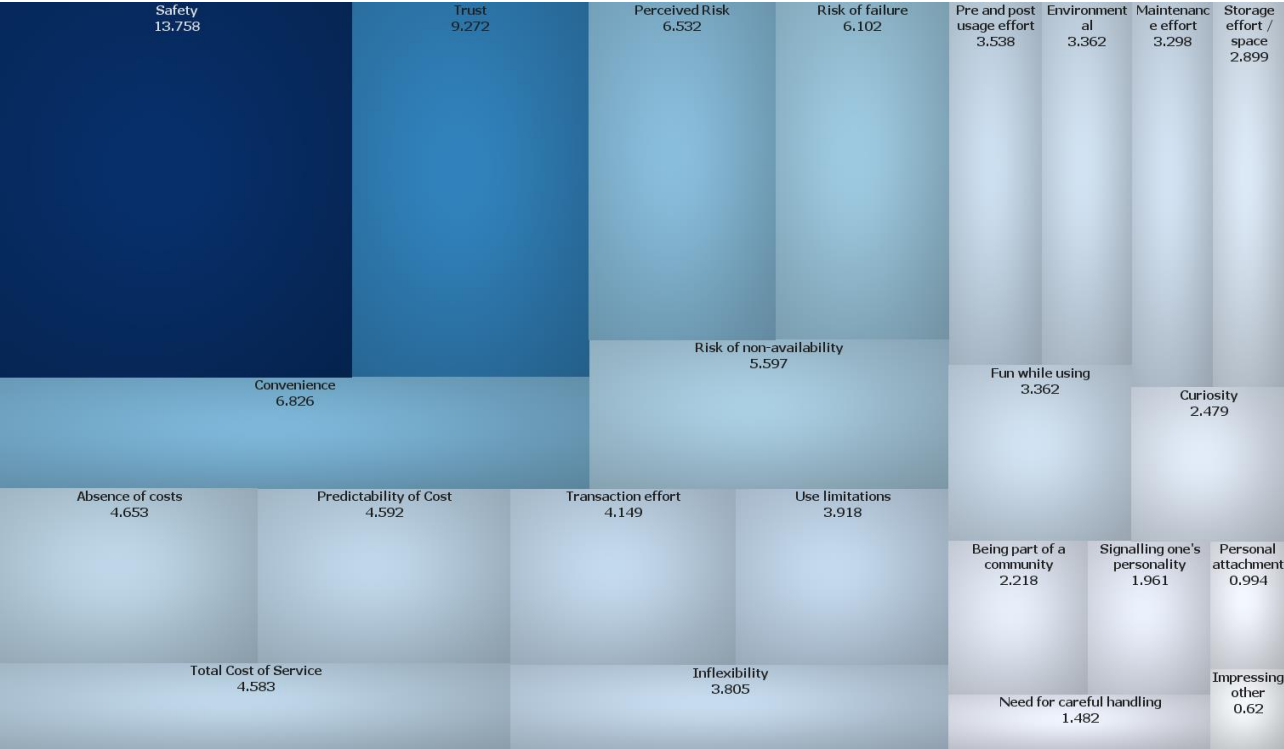


Figure 86 – Treemap Visualising Importance of Perceptions for Car Sharing

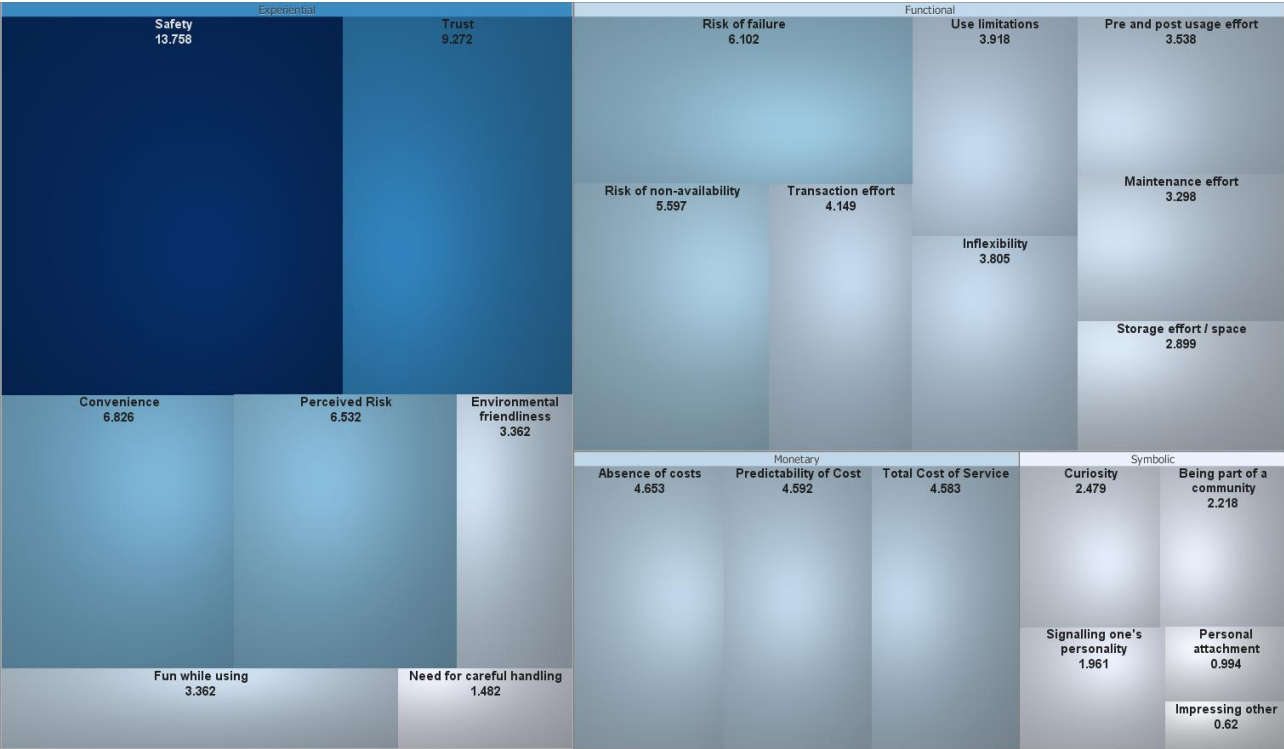


Figure 87 - Treemap Visualising Importance of Dimensions for Car Sharing

Figure 88 and 89 visualises the degree of importance of the perceptions and the dimensions respectively for accommodation sharing.

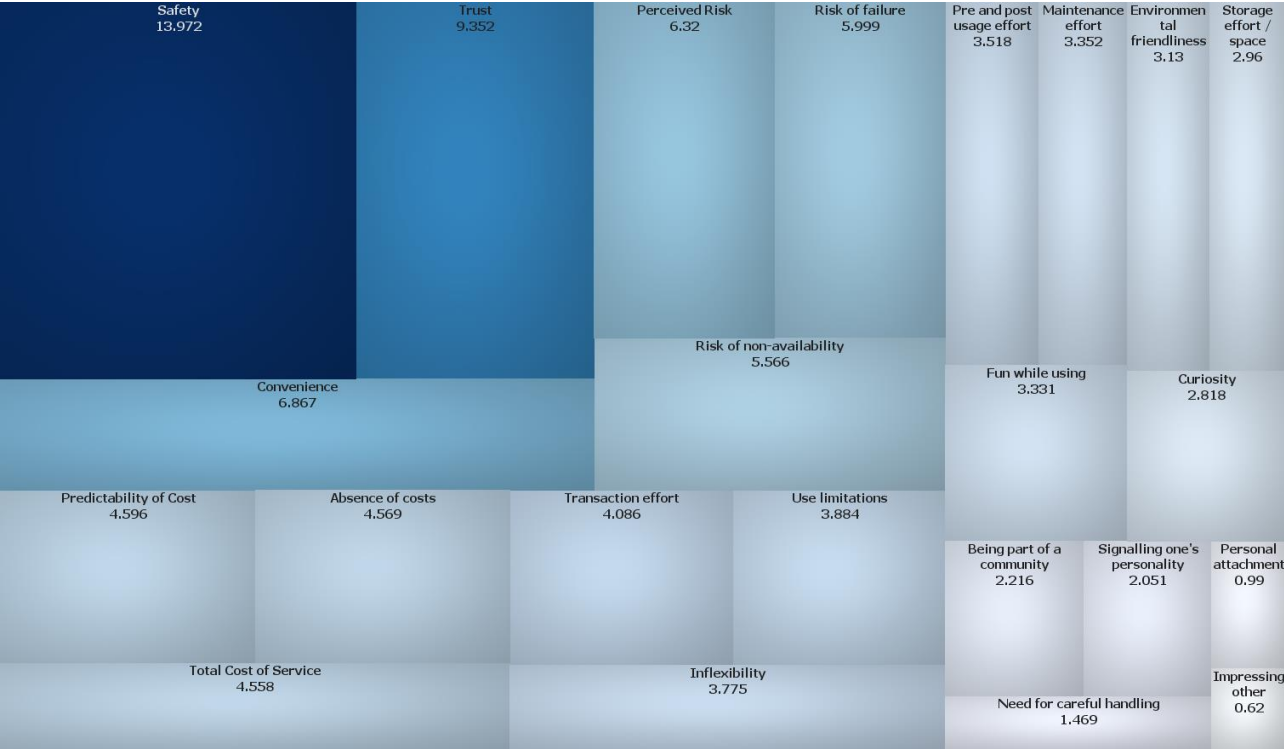


Figure 88 - Treemap Visualising Importance of Perceptions for Accommodate. Sharing

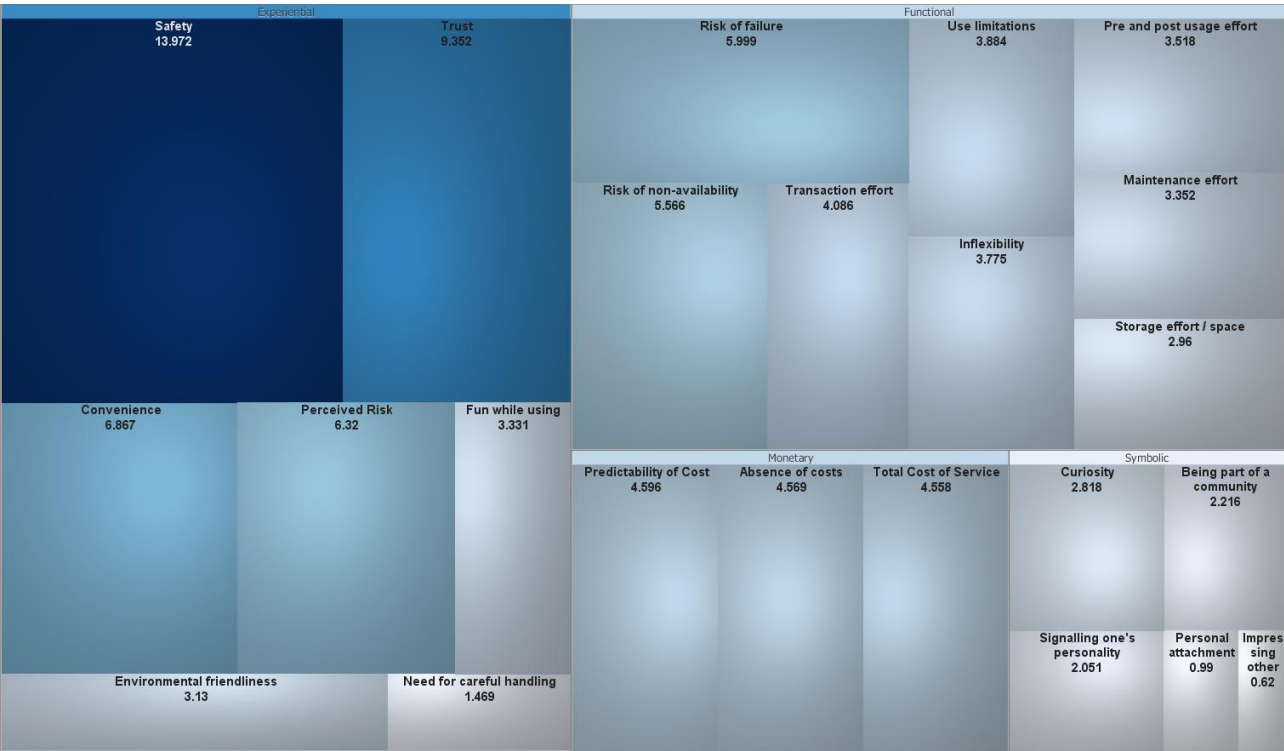


Figure 89 - Treemap Visualising Importance of Dimensions for Acc. Sharing

Figure 90 and 91 visualises the degree of importance of the perceptions and the dimensions respectively for book sharing.

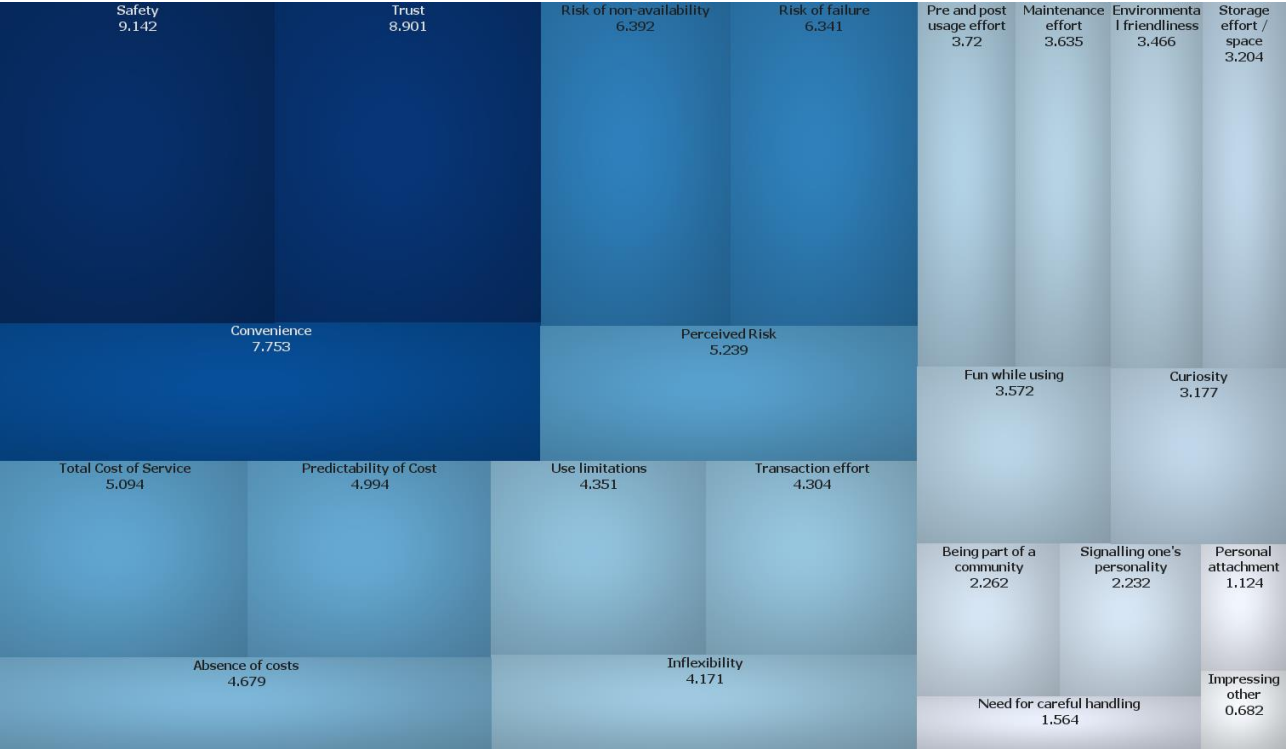


Figure 90 - Treemap Visualising Importance of Perceptions for Book Sharing

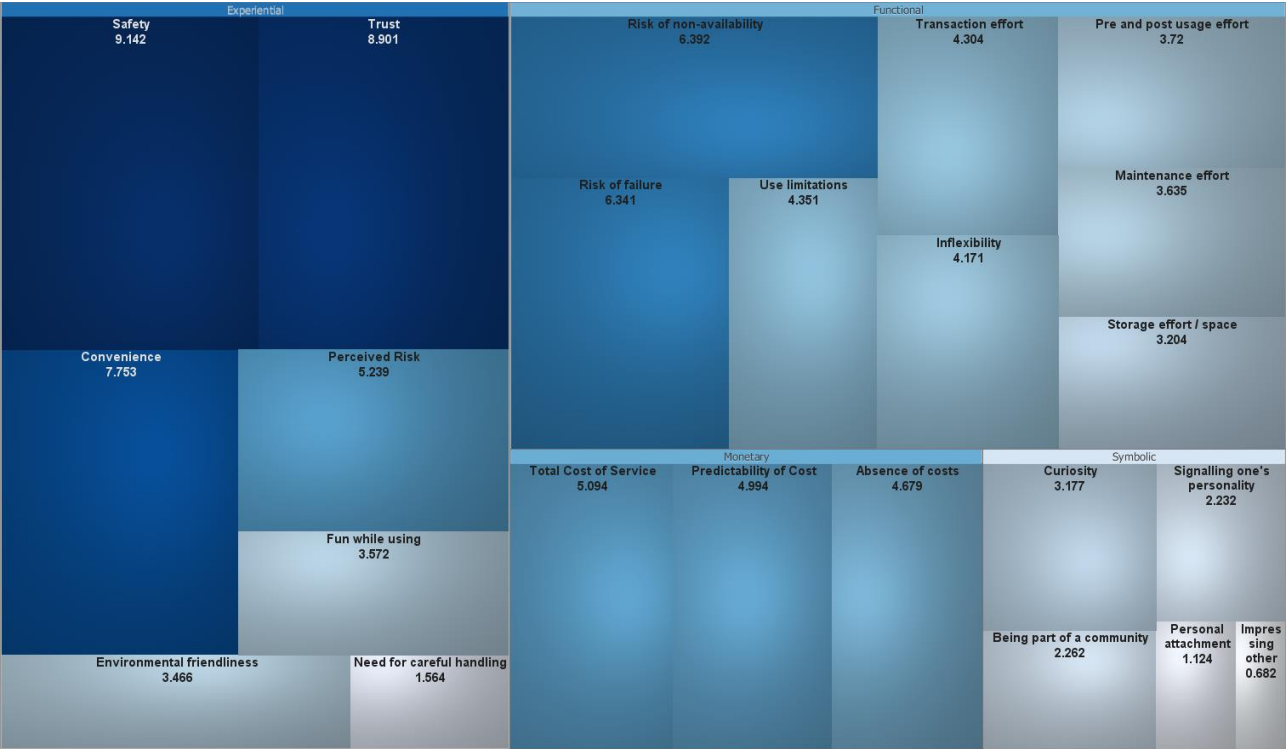


Figure 91 - Treemap Visualising Importance of Dimensions for Book Sharing

Figure 92 and 93 visualises the degree of importance of the perceptions and the dimensions respectively for music sharing.

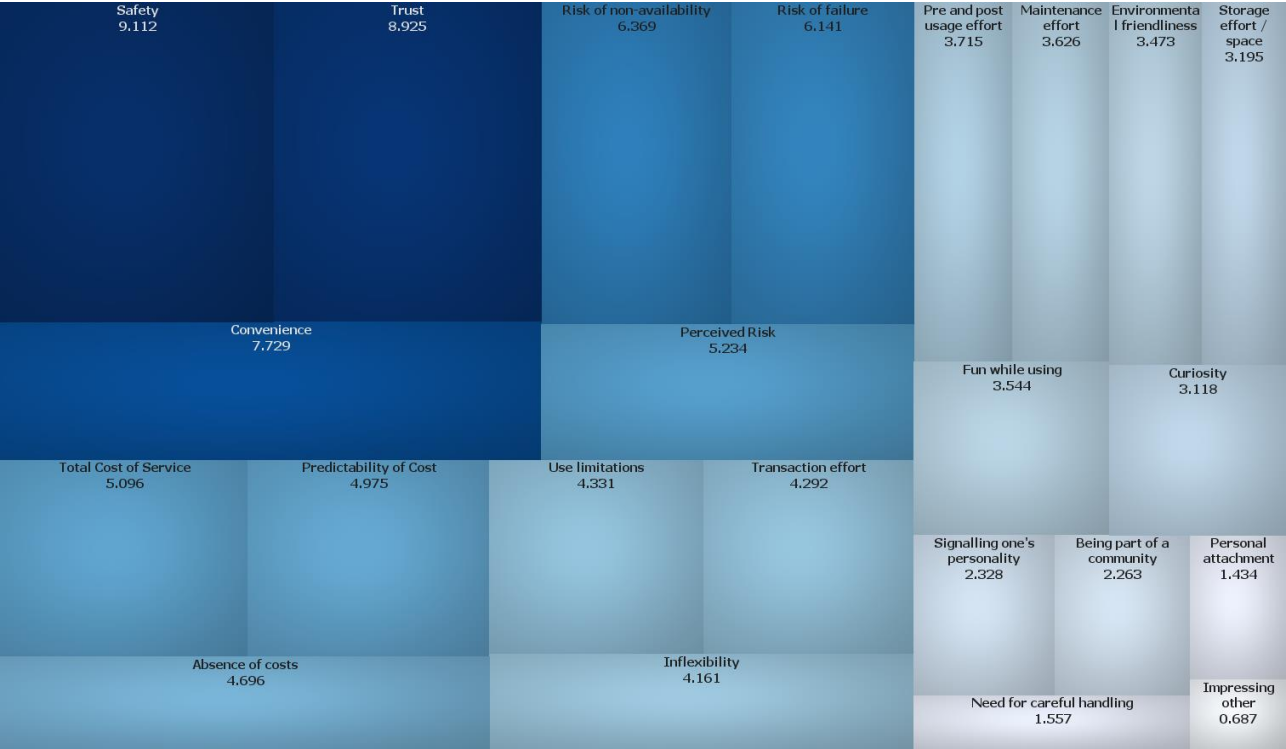


Figure 92 - Treemap Visualising Importance of Perceptions for Music Sharing

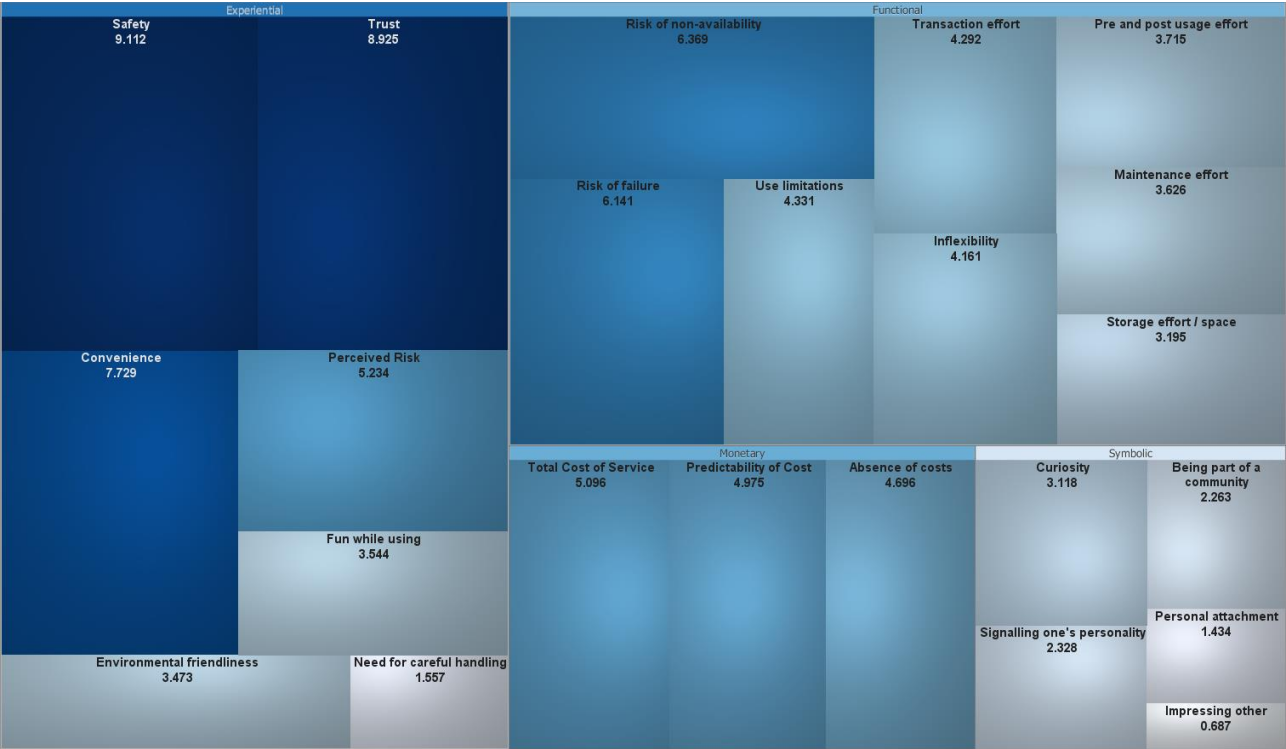


Figure 93 - Treemap Visualising Importance of Dimensions for Music Sharing

Figure 94 and 95 visualises the degree of importance of the perceptions and the dimensions respectively for media sharing.

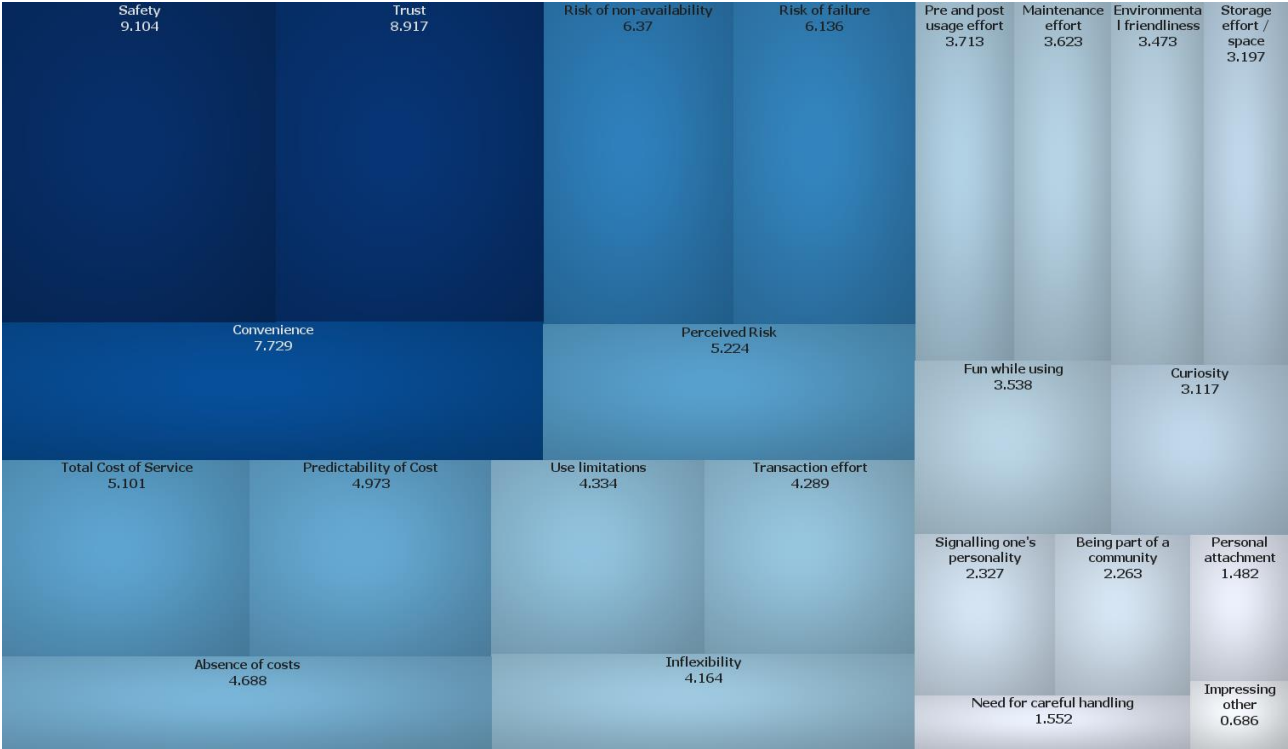


Figure 94 - Treemap Visualising Importance of Perceptions for Media Sharing

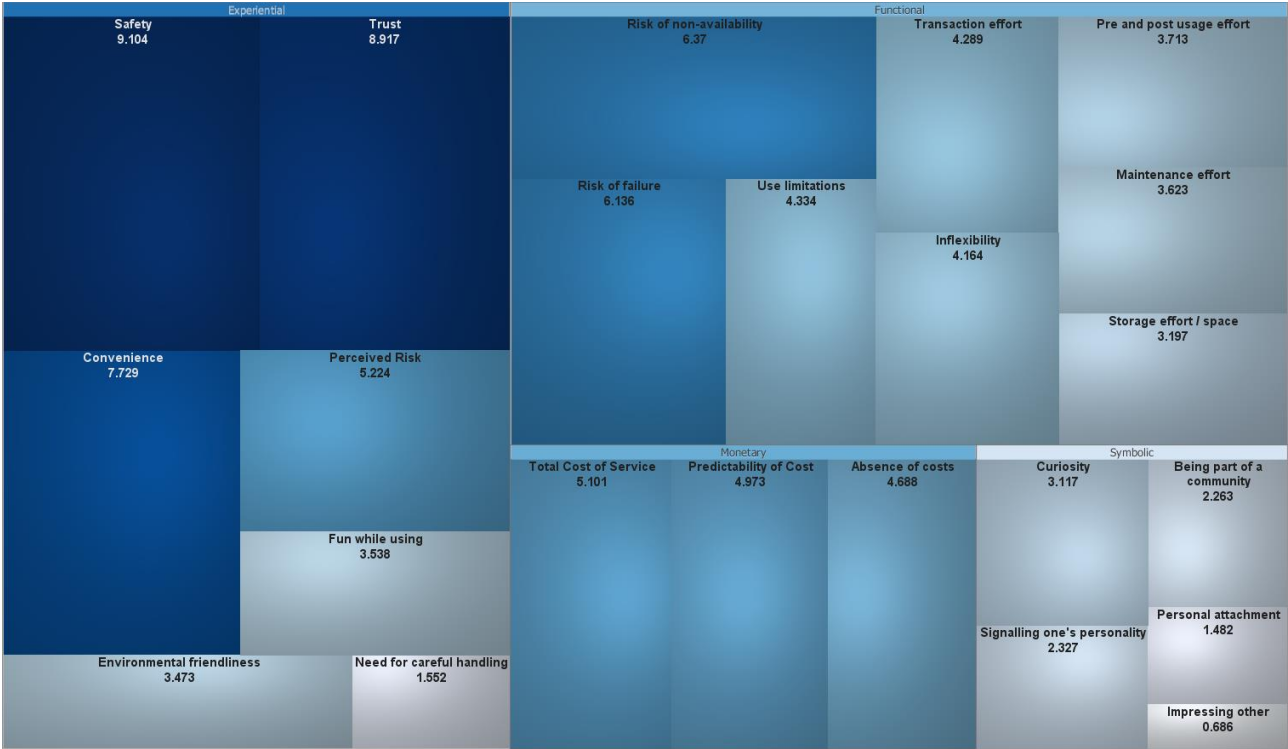


Figure 95 - Treemap Visualising Importance of Dimensions for Media Sharing

Figure 96 and 97 visualises the degree of importance of the perceptions and the dimensions respectively for bike sharing.

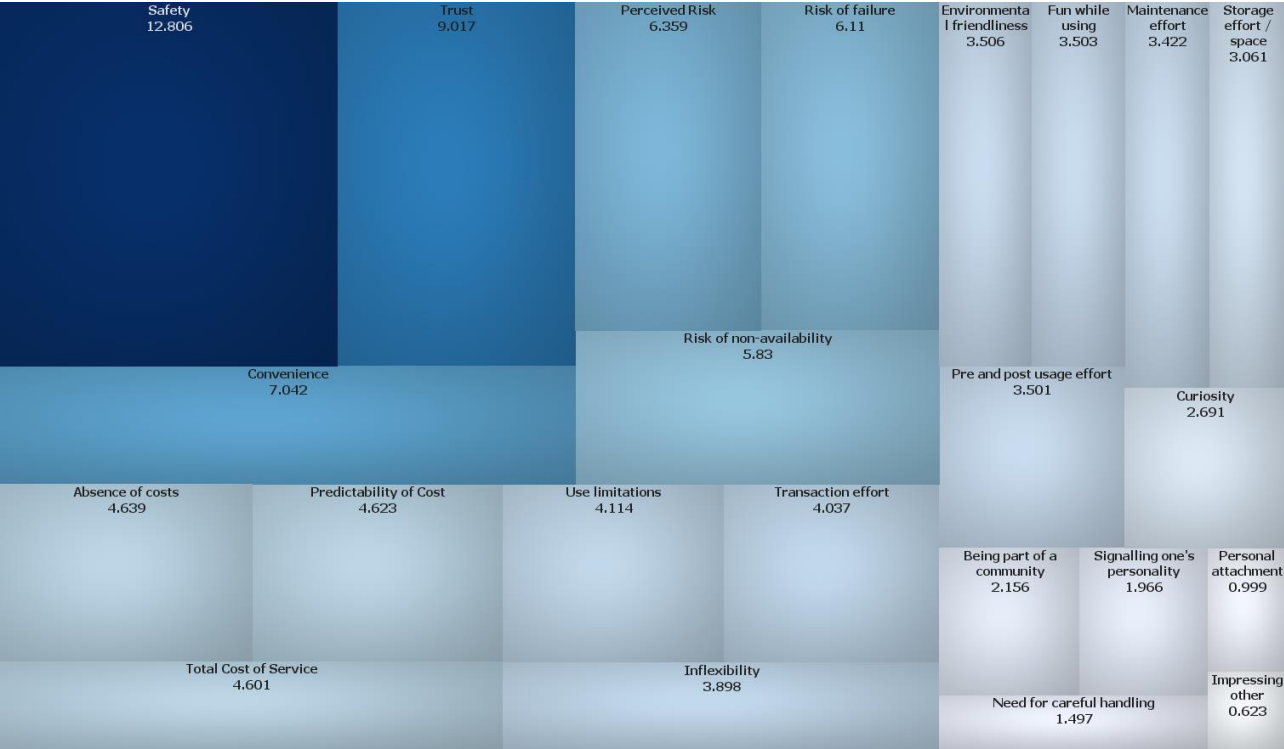


Figure 96 - Treemap Visualising Importance of Perceptions for Bike Sharing

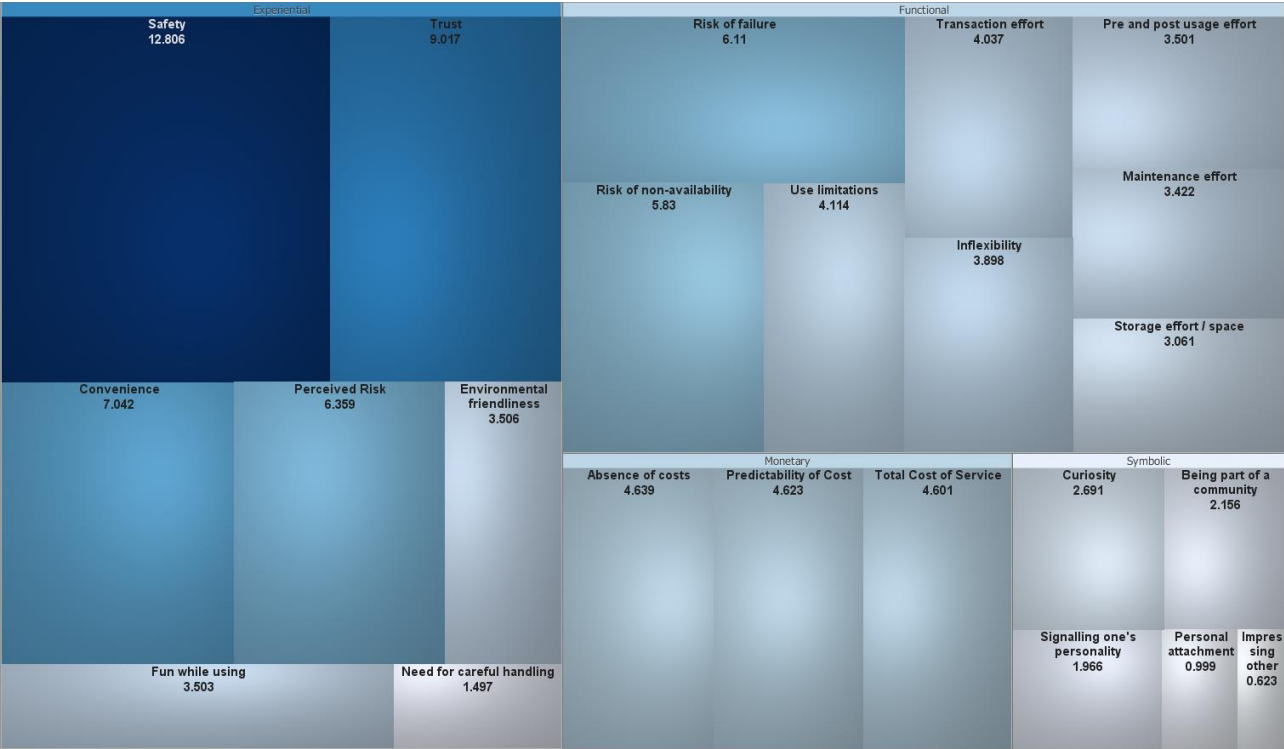


Figure 97 - Treemap Visualising Importance of Dimensions for Bike Sharing

Research Framework

A conceptual research framework (Figure 23) was developed based on the results of the research. The resultant research framework for this study draws on models presented within the literature review, and incorporates the key research results in an integrated manner and is summarised in Figure 98.

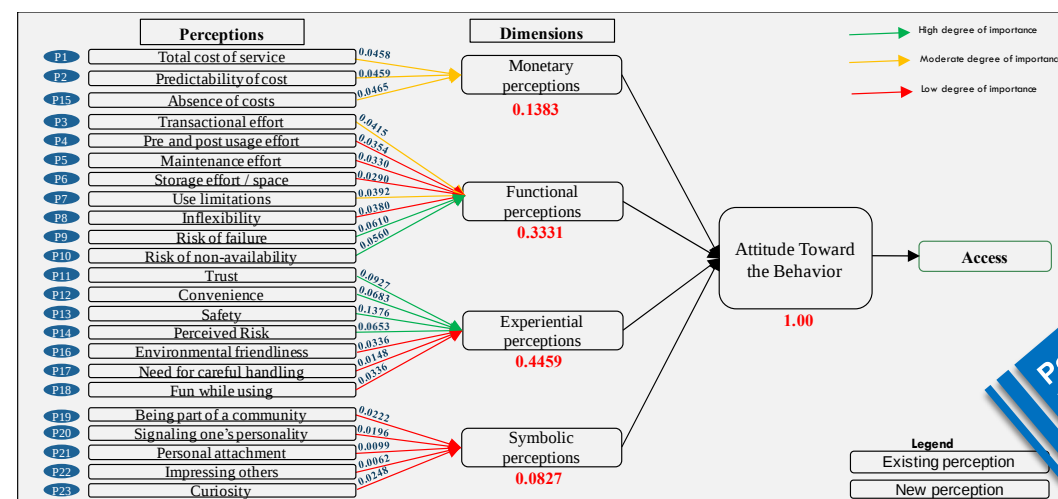
The Shift from Ownership to Access in South Africa: The Shared Economy

RQ 1 - Attitude and Perception towards Consumption Modes and Key Drivers



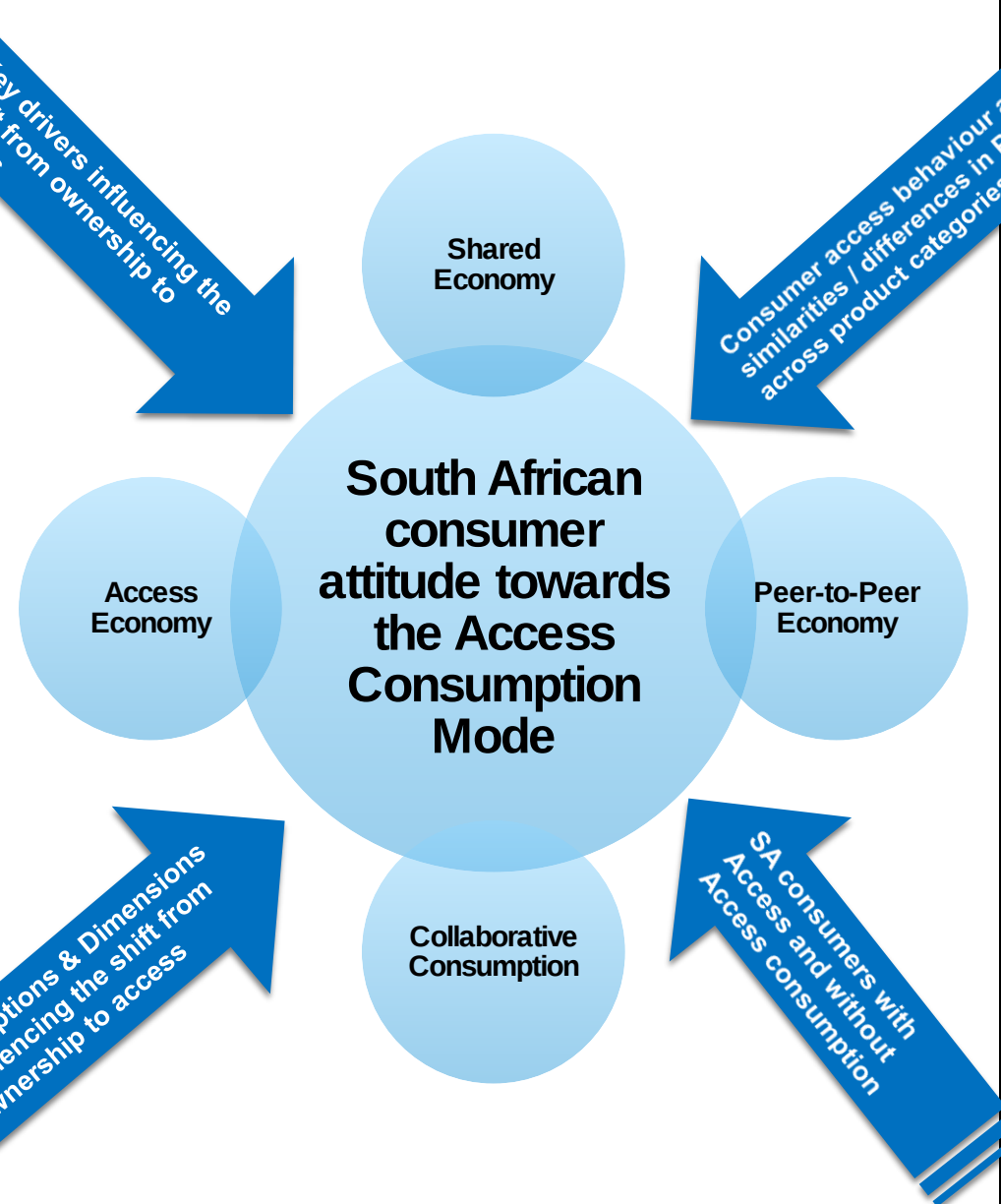
How do South African consumers perceive the access and ownership consumption modes? What are the key drivers influencing South African consumers to prefer the access consumption mode to ownership?

RQ 2 - Perceptions towards Access Consumption Mode and Degree of Importance

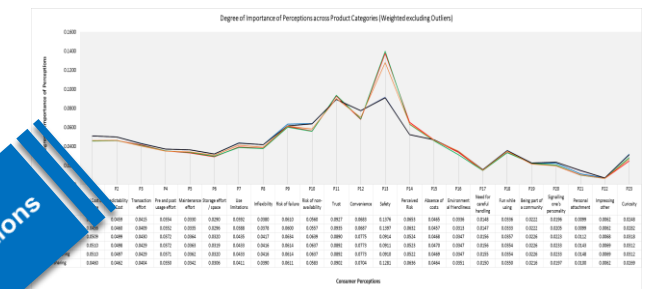


What are the perceptions that determine the attitude towards the access consumption mode? Which perceptions and dimensions are the most important?

Ownership to Access Consumption Mode Phenomenon



RQ 3 - Comparison of Perceptions across Product Categories

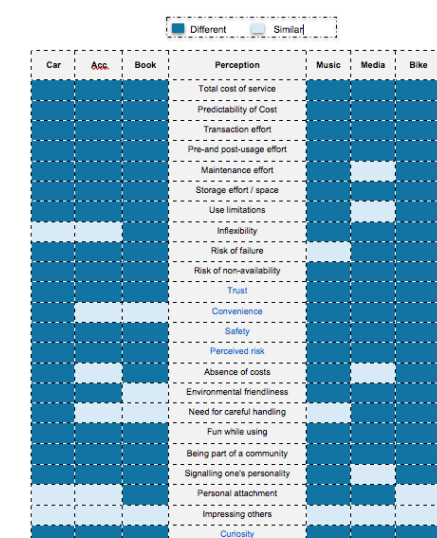


Pairwise Correlations

Variable	by Variable	Correlation	Count	Lower 95%	Upper 95%	Signif Prob
Acc	Car	0.9074	39	0.8294	0.9507	<.0001*
Acc	Car	0.3168	39	0.0015	0.5749	0.0494*
Book	Acc	0.3043	39	-0.0125	0.5655	0.0597
Music	Car	0.3270	39	0.0128	0.5824	0.0422*
Music	Acc	0.3143	39	-0.0013	0.5730	0.0513
Music	Book	0.9986	39	0.9974	0.9993	<.0001*
Media	Car	0.3274	39	0.0132	0.5827	0.0419*
Media	Acc	0.3148	39	-0.0008	0.5733	0.0510
Media	Book	0.9986	39	0.9974	0.9993	<.0001*
Media	Music	1.0000	39	0.9999	1.0000	<.0001*
Bike	Car	0.8039	39	0.6544	0.8929	<.0001*
Bike	Acc	0.7731	39	0.6052	0.8751	<.0001*
Bike	Book	0.3808	39	0.0741	0.6216	0.0168*
Bike	Music	0.3892	39	0.0840	0.6277	0.0143*
Bike	Media	0.3894	39	0.0842	0.6278	0.0143*

Do these perceptions differ across the six product categories namely car, accommodation, book, music, media, and bike?

RQ 4 - Contrasting Perception of Consumers with Access Experience and without Access Experience



How do the perceptions of the South African consumers with and without actual access consumption experience differ?

Figure 98 - The Resultant Research Framework

7.3 Recommendations for Consumers in South Africa

The shared economy is a set of practices and economic models that through technology and community, allows individuals to share access to products, services and experiences. Consumers need to understand the sharing economy to embrace the opportunities it offers. Ownership is no longer the ultimate expression of consumer desire (Bardhi & Eckhardt, 2012; Belk, 2013b; Chen, 2009; Walsh, 2011).

The sharing economy is creating new services, which are unlocking a new generation of micro-entrepreneurs. Micro-entrepreneurs are people who are making money from the assets and skills they already own, from renting out a spare room through Airbnb; working as a freelancer through PeoplePerHour or TaskRabbit; sharing your uncapped WI-FI; sharing your borehole with your neighbours; renting out a spare room to students. The sharing economy is also about new ways of doing things. Participating in car sharing, instead of owning your own car; sharing your tools and equipment through platforms that help people share their tools and equipment in their local areas and communities. The sharing economy is transforming many industry sectors, including transportation, accommodation, music, media, financial, skills and cleaning services. It is spreading across new industry sectors including fashion, food, and logistics (Woskow, 2014).

As sharing spreads, it promises to disrupt virtually every business therefore, it is essential that consumers understand the collaborative economy in order to embrace the opportunities it creates. This collectively influences the consumption modes and emerging business models and South African consumers need to embrace the opportunities brought about by the shared economy and shift their consumption behaviours accordingly as recommended below:

Product Services Systems: Consumers should participate in collaborative consumption and pay to access the benefit of a product versus needing to own the product outright through shifting their consumption behaviour and:

- Rather than owning a car, consumers should engage in car sharing and ride sharing services by using Locomute, Uber, Taxify, and BWM DriveNow (if launched in SA);

- Instead of staying at hotels, consumers should stay in homes through accommodation sharing services such as Airbnb, Zimballi Holiday House, and Onefinestay;
- Rather than buying books, consumers can use book sharing services such as Amazon and Audible;
- Rather than buying music, consumers can subscribe to music streaming services such as Apple Music, Spotify, Deezer, iTunes; Xbox Music, 8 Tracks, and Nokia Music;
- Instead of buying media (movies and TV series), consumers can subscribe to video streaming services such as DSTV Box Office, ShowMax, Netflix, Apple TV, and YouTube; and
- Preferably use bike sharing services such as Green Cycles and Up Cycles instead of purchasing and / or owning a bike.

Collaborative Lifestyle: Consumers should shift their behaviour and exchange non-product assets such as space, skills and money in new ways, which includes:

- Rather than getting a loan from a bank, consumers can borrow money from each other through peer-to-peer lending services such as RainFin and Lendico;
- Rather than owning their space, consumers should share the space with other people or organisations using services such as;
- Instead of working for a single organisation in one geographical location, individuals should freelance and sell their skills and expertise globally through services such as TaskRabbit and Peopleperhour.

Other recommendations include, but is not limited to:

- i. **Embrace Collaborate Consumption:** Participate in the sharing economy for services and products as and when required. This will help reduce the burdens of ownership and costs associated with ownership;
- ii. **Be Part of the Micro-Entrepreneur Generation:** Become a micro-entrepreneur. Micro-entrepreneurs are people making money from the assets and skills they already own.

- iii. **Start-up or Partnerships:** Create a start-up or partner with global organisations willing to launch global sharing services in South Africa to provide sharing services that are in demand by consumers;
- iv. **Solar Sharing:** Shared solar would be one great opportunity for South Africa and South Africans due to the high cost of electricity, shortage of power and load shedding experienced by the citizens of the country. Solar is part of the renewable energy programme and would be a sustainable business model for South Africa. Shared solar would provide access to solar systems for this untapped market space. Just like Uber and Airbnb are enabling underutilised resources to be positioned for better use, solar sharing taps unused roof space to produce clean energy from sunlight. Consumers can become Sun Hosts and get the opportunity to put their previously unused roof space to work generating clean electricity, and in return get credits towards their electricity bills and consumption. This would potentially reduce their cost of electricity and monthly expenses;
- v. **Borehole Sharing:** Shared boreholes would also be a great opportunity for South Africa and South Africans due to the shortage of water and water restrictions being imposed and experienced by the citizens of the country. Shared boreholes would be a sustainable business model for South Africans, as it would provide access to shared water for this untapped market space and reduce the potential impact on water shortages and restrictions. This would potentially reduce their water shortages, costs, and monthly expenses;
- vi. **Student Accommodation:** There is also a big opportunity for ordinary citizens of South Africa to open their homes for student accommodation, as there is a big gap between the supply and demand for student accommodation. This would help generate additional income to supplement the current income for current homeowners. Additional value-added services such as washing, ironing of student's clothes and providing dinner at an additional fee can also be provided to generate additional income;
- vii. **Responsible Behaviour:** Be socially responsible and practice responsible behaviour by not drinking and driving but instead using ride-sharing services such as Uber, Taxify, or Zebra Cabs;

- viii. **Products and Apparels Sharing:** Rent or rent out your sporting equipment such as bikes, surfboards, skis, snowboards, etc. with Spinlister. Spinlister operates in 55 countries including South Africa. This would help reduce the burdens of ownership such as maintenance, storage, insurance costs associated with owning these products;
- ix. **WI-FI Sharing:** There is also a big opportunity for South Africans to safely share a portion of their unused personal bandwidth. The cost of broadband in South Africa is expensive. This would help generate additional income to supplement the current cost of their broadband subscription. Share your home Wi-Fi, and in return, be allowed to access millions of other Fon hotspots. Fon is creating a global WI-FI network by getting people to share some of their home Wi-Fi. By sharing your network with others, one has free access to their networks when you are in their spots. All that is required to be part of the Fon network is a Fon router or a router from one of the Fon telecommunication partners.

South African consumers need to understand the sharing economy in order to embrace the opportunities it offers. The South African consumers can use Figure 99 and 100 as a guide for understanding and engaging in the sharing economy in South Africa and other countries around the world. It provides an overview of the traditional and shared industry sectors, the opportunities brought about by the sharing economy, and the services available for access consumption.

Industry Sector		Traditional	Shared Economy	Benefits / Opportunities
	Transportation	Burdens of car ownership Paying car insurance, instalments, maintenance, parking costs	Use car sharing services like Locomute and Gautrain and / or ride hailing service such as Uber and Taxify	- convenience - cheaper - more affordable and pay per use - safer especially when consuming alcohol and not driving - limited or no exposure to burdens of ownership which includes costs such as car instalments, insurance, maintenance, parking, etc.
	Accommodation	Booking expensive hotel room	Book an entire apartment, house or room using Airbnb or Onefinestay	- convenient - cheaper - more affordable than a hotel - It's like being home away from home
	Books	Buying and storing books which are not used regularly	Access books on demand through Amazon or Audible	- On demand – temporary access to books - Pay per use only and no storage required - Wide variety of books
	Music	Buy music, space required for storage, limited variety of music	Create an account on Apple Music, Spotify or Deezer and stream music	- cheaper - more affordable - Subscription allows access to millions of songs anytime, anywhere, any device. - On demand - Convenience
	Media	Buy media, space required for storage, limited variety of movies and TV series	Create an account on ShowMax, Netflix, or DSTV Box Office and stream movies and TV series	- Cheaper - more affordable - Subscriptions allows access to millions of movies and TV series anytime, anywhere, any device. - On demand and convenience
	Bike	Burdens of bike ownership bike insurance, maintenance, storage costs	Bike sharing. Pick up and drop off at designated locations	- Convenience and affordable (pay per use) - Pick up and drop off at designated locations - No storage or maintenance required
	Banking	Expensive bank loans	Get access to funding through peer to peer funding such as Lendico or RainFin to fund start-up or ventures	- cheaper - more affordable - Peer-to-peer lending provides access which may not be available from banks - convenience
	Fashion	Buying an expensive item of clothing that you only wear once	Rent clothing from HipCloset, Rent the Runway or Fashion Hire	- convenience - cheaper - more affordable than buying - On demand – hire when required and only pay per use
	Liquid Workforce / Freelance	Employed by one employer	Register on UpWork or PeoplePerHour and become a freelancer	- Convenience and freedom to run and grow your own freelance business - Choose your own clients and projects - Wide variety of work and high pay
	Personal services	Do not have time to go for personal grooming	Get personal grooming services on demand in the comfort of your home	Convenience
	Telecommunication	Paying for own private WI-FI	Register on FON and share your WI-FI	By sharing your WI-FI network with others, one has free access to their networks when you are in their spots. More affordable and convenience
	Neighbourhood	Having too much stuff that requires storage and maintenance	Share or rent your stuff from your neighbours when you need it using OurHood or Hey Neighbour	- Convenience and connecting neighbours - Access to local services. - Get rid of unwanted stuff – no storage or maintenance costs or effort required
	Food	Cook for yourself, family or friends	Cook and host meal for travellers and guests in the comfort of your home	- Generate additional income - Make new friends - No rental space required for hosting guests or diners, and convenience
	Household Services	Do not have time to do household chores or tasks	Find the right person to assist with cleaning the house using SweepSouth or Zaarly	- Convenience - Affordable

Figure 99 – Traditional and Shared Economy Industry Sectors

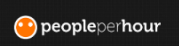
Sharing Industry Sectors	South African Sharing Services	Global / International Sharing Services	Benefits / Opportunities
Transportation	   	    	- Convenience, no maintenance or storage required - better price - more affordable - limited or no exposure to the burdens of ownership
Accommodation	   	   	- convenience - better price - more affordable and saves money
Books	 	   	- convenience and access to millions of books - cheaper - more affordable - No storage required
Music	      	  	- Convenience and on demand - Access to millions of songs and variety - cheaper - more affordable - listen to music anytime, anywhere, different devices
Media	      	  	- convenience and on demand - cheaper - more affordable - watch movies or TV series anytime, anywhere, any device. Access to variety and millions of movies
Bike	 	    	- convenience and no cost of ownership - no maintenance or storage required - pick up and drop off at designated points
Banking	 	  	- convenience and cheaper - more affordable - Access to funding through peer to peer lending
Fashion		   	- convenience - cheaper - more affordable and only pay per use
Skills (Liquid Workforce)	  	  	- Convenience and freedom to run and grow your own freelance business - Choose your own clients and projects
Personal services		  	convenience
Telecommunications			- convenience - greater access to Wi-Fi connectivity
Utilities (Energy & Water)		   	- convenience - cheaper and more affordable energy - sustainability
Redistribution Markets	  	  	- convenience and more affordable - Get rid of unwanted or underutilised assets
Food		 	- Convenience - Restaurant meals with home deliveries to enjoy in the comfort of your home
Neighbourhoods		   	- Convenience and connecting neighbours - Access to local services. Safer communities
Cleaning			Find the right person to assist with cleaning and fixing up stuff in the house effectively and efficiently (e.g. house cleaners, handymen, garden experts)

Figure 100 – Recommendations to the Consumers

7.4 Recommendations for Organisations in South Africa

Private and Public Organisations

The sharing platforms are increasingly becoming a threat to existing business operating in their respective sectors (Gansky, 2010; Owyang, 2013). Access based consumption is becoming an alternate to ownership and the position on consumer markets are changing. The trend towards accessing goods rather than owning them is a major trend affecting consumers, society, and businesses (Belk, 2013b; Lamberton & Rose, 2013; Lovelock & Gummerson, 2004).

It is necessary to make recommendations to the organisations based on the results of the study. The recommendations are summarised as follows:

- i. **Formative Measurement Model:** The formative measurement model can be used by organisations for:
 - Determining the relative importance of different dimensions and perceptions from a consumer's perspective. This is of benefit to organisations as it helps them better understand what influences consumers to develop their overall attitude towards the access consumption mode;
 - Clustering customers and market segmentation using the importance of the perceptions. This will influence the marketing campaigns and help develop customised sharing services or products offerings;
 - Monitoring potential changes in consumer beliefs and preferences by periodically measuring the perceptions of the access and ownership consumption modes.
 - Developing new access consumption services and offerings.
- ii. **Changing Consumer Behaviour:** The shift in consumer priorities and attitudes towards access requires organisations to re-evaluate their basic assumptions on the consumer purchasing behaviour, attitudes and patterns. It is an imperative for organisational leaders to better acquaint themselves and understand the sharing economy, their motivators, barriers and the key disruptors brought about by the sharing economy;

- iii. **Company as a Service:** Become a Company as a Service (CAAS) by offering products or services to customers on demand or through a subscription model or even free. Rent, subscribe, or gift to customers. The advantage or a benefit is the opportunity to develop long-term relationships with the customer and the opportunity to get your product into the hands of new customers;
- iv. **Company as a Platform:** Become a Company as a Platform (CAAP) by enabling customers to build products and new services as partners. Co-ideate, co-fund, co-build, co-distribute, co-market, co-sell, and co-revenue share. The advantage or benefit is the opportunity to build the connection with customers, improve the product, and reduce costs;
- v. **Trust and Reputation is the New Currency.** The power is shifting from who has the money to who has the best reputation and can be trusted. Maintaining trust and safety is essential for organisations built on the peer-to-peer platforms. The importance of systems to verify user identity and support trust and safety is critical as sharing works only if trusted. Organisations must therefore create and build trust both online and offline as trust will be a game changer for citizens;
- vi. **Evolution of Insurance in the Sharing Economy:** The insurance industry needs to develop new insurance products and redesign existing ones to include cover for sharing economy activities. It is essential that organisations in the sharing economy actively engage with the insurance industry to create an understanding of the diversity of the products and service offerings for the insurance industry to provide suitable and appropriate coverage for the consumers.
- vii. **Reliable and Affordable Connectivity:** Provide affordable, wireless and fixed broadband and internet access that is high speed, high quality and always available to consumers. Improve the coverage, cost-effectiveness, speed, and quality of broadband in SA. This would help grow the sharing economy;
- x. **Cloud Computing Services:** Cloud computing is part of the sharing economy and is on the rise. Consumers, small, medium, and large organisations are migrating to cloud services such as software as a service (SAAS), platform as a service (PAAS), and infrastructure as a service (IAAS). There is a greater

demand for these services within the borders of SA, which provides an opportunity for both local and international organisations to setup and manage these data centre and service offerings to cater for this growing demand;

- xi. **Reputation Aggregators:** Design and build reputation aggregators which allows the collection and sharing of consumers ratings across multiple sharing platforms and help consumers build trust;
- xii. **Identification Verification Solutions:** Design and build a sophisticated ID verification tools and service that can be integrated into third party services and sharing economy platforms to conduct identification verification;
- xiii. **Disclosure and Barring Service:** Design and build a Disclosure and Barring Service to digitise criminal records checks so that they can be done more effectively and efficiently, and be integrated into third party services and sharing economy platforms;
- xiv. **Share Underutilised Assets:** Organisations should share underutilised assets and resources where possible and practical to optimise asset utilisation;
- xv. **Sharing Institute:** Become members of a sharing institute focusing on the sharing economy. Collaborate on issues facing the sharing economy, find resolutions to overcome challenges and barriers, conduct research, develop policies and frameworks to grow and transform the sharing economy;
- xvi. **Travel and Accommodation Procurement Frameworks:** The private and public sector and organisation spends hundreds of millions of rand on travel and accommodation for its employees per annum. Public sectors and most organisations have inflexible and traditional procurement frameworks and contracts that enforces employees to make reservations through book management systems with limited number of hotels and are restricted to travel only by taxi or car rentals. Government and businesses should update their procurement frameworks allowing the sharing economy platforms to be an option in addition to the traditional services to the employees when travelling. This should include ride sharing such as Uber, Taxify, and Gautrain, car sharing including Locomute, accommodation sharing including Airbnb, and other

relevant sharing platforms. This will offer the public sector and organisations the opportunity to save money and time; and

- xvii. **Fleet Optimisation:** The public sector and organisations have fleets of vehicles such as cars, vans, and trucks, which are used by their employees during working hours but are under-utilised in the evenings and weekends when the employees are not working. The option is to exploit the spare capacity of these vehicles through the sharing economy by renting these vehicles to residents, other businesses, or municipalities when they are not used. The other alternative is to sell off the fleet of vehicles and subscribe to a car-sharing scheme, pay per use only and not be laden by the burdens of ownership. This will offer the public sector and organisations the opportunity to save on costs associated with ownership such as insurance, maintenance, parking, and instalments;

Companies need to experiment with access consumption mode models and form strategic partnerships with existing organisations and start-ups to identify opportunities for collaboration and create new innovative business models and service offerings.

South African organisations can use Figure 101, 102 and 103 as a guide for diversifying and engaging in the sharing economy in SA and other countries around the world. It provides potential opportunities brought about by the sharing economy for the various industry sectors.

Industry Sector		Recommendations	Benefits / Opportunities
	Transportation	I. Sell temporary car ownership, which means shifting from selling cars to also selling services. Car manufacturers can adopt this idea and sell mobility by providing simple, short-term access to cars when consumers need them. Daimler's existing car2go, BMW's DriveNow, Ford2Go rental scheme can be launched in SA and diversity it business model from being just sell cars to also providing a car sharing service. II. When designing or enhancing the car sharing services and inherent features and functionality, the model of construct of attitude for car sharing, which indicates that the most important dimension is experiential and functional perceptions, can be used for outside in design. The most important perceptions for car sharing will also be useful to enhance the car sharing services. The top 10 perceptions are safety, trust, convenience, perceived risk, risk of failure, non-availability, absence of costs, predictability of cost, total cost of service, and transactional effort. The additional motivators to be considered are responsible behaviour, predictability of arrivals (pick-up time), availability, quality of service / product, reputation, productivity and brand. III. Design and build a ride-hailing platform / app targeting transportation of children for South Africa, similar to the Shuddle, Zum or HopSkipDrive ride-hailing service for children. These ride-hailing services are Uber-style driving services for getting your kids to school / playdates / extra-curricular activities / etc. The transportation service employs drivers, mainly females who are baby-sitters, childcare providers, nannies, teachers, and go through a deep set of background checks. Parents authorise the pick-up and can monitor their child's scheduled rides through the mobile app. IV. Design and build a ride-hailing platform / app targeting senior citizens (similar to the app for transporting children), who are not able to drive themselves for medical check-ups, shopping, paying bills and doing errands, etc.	▪ Diversification of business model from primarily selling cars to also providing a car sharing service; ▪ Creation of alternative revenue stream for car sharing services; ▪ Improve quality of car sharing service by targeting the perceptions that are the most important to the consumer of the services ▪ Increase number of customers and revenue
	Accommodation	I. Design and build a platform / app targeting student accommodation in SA. There is a shortage of student accommodation across the nine provinces in SA. This provides an opportunity for organisations to provide a product and service that matches students and prospective homeowners or business in the accommodation rental market with space room, for a fee. II. Provide additional value-added services such as washing, ironing of student's clothes and providing dinner at an additional fee. III. Airbnb and other accommodation sharing services should consider a partnership with SweepSouth for the provision of professional cleaning of homes across SA.	▪ Generate income through fees for matching students and prospective homeowners or business in the accommodation rental market with space room. ▪ Provide trusted, reliable, and professional cleaners into homes across SA to ensure that the accommodation rented out is clean and hygienic.
	Books	I. Design and build a platform / app targeting booking sharing in SA like Bookmooch or Bookrenter. There is an opportunity for textbook sharing for scholars and students. Provide access to online e-books for a period. The revenue model is based on the duration and access period.	▪ Environmental friendliness – access to online e-books ▪ Diversify and expand current business model from just selling books to also sharing books online.

Figure 101 – Recommendations to Organisations in South Africa

Industry Sector		Recommendations	Benefits / Opportunities
	Music	I. Stores such as Musica can design and build a local platform / app targeting music sharing in SA like Apple Music and Deezer. Collaborate, form partnerships with local radio stations such as Highveld; 702; Lotus FM; 5FM, etc. and provide both local and international music content.	▪ Diversify and expand current business model from just selling music to doing music streaming and sharing. ▪ New revenue stream ▪ Improved access to local music content
	Media	- There are local video streaming and video on demand (VOD) media sharing services in South Africa such as ShowMax, DSTV, DSTV Catch Up, and DSTV Box Office. - Reduce or limit the number of repeats; - Provide timeous access to the latest movies and TV series on ShowMax, DSTV Box Office and DSTV Catch Up; - Offer more affordable DSTV packages and options. Design new packages that includes and excludes access to the sporting channels; - Increase the number of movies and TV series on DSTV Catch Up. Increase access to the number of latest movie releases on DSTV Box Office.	▪ Increase in the number of subscriptions and media streaming ▪ Increased DSTV subscriptions in South Africa; ▪ Decline in the number of termination of DSTV subscriptions due to the availability of more affordable packages and options. ▪ Increased revenue from subscriptions and video streaming
	Bike	- Design and build dedicated bike lanes to improve the safety and convenience of cyclists. - Design and build a platform / app targeting bike sharing in SA. - Integrate the app with an online booking and availability checking service to check availability and make reservation for specific day (s) or time slots. The consumers can also select the pickup, drop off points, and check availability at the respective pickup points.	▪ Improved safety for cyclists ▪ Increase the number of cyclists and consumers participating in bike sharing which is currently relatively low in SA.
	Financial Services / Banking	I. Raising capital or funding is getting increasingly difficult for start-ups and citizens trying to expand or diversify their business. Organisations can create incubators, innovation hubs or provide financial assistance to start-ups like the peer-to-peer lending provided by RainFin and Lendico in SA.	▪ Opportunity to create partnerships with start-ups through funding their ventures; ▪ Opportunity to diversify products and services through partnerships; ▪ Opportunity to increase revenue through shareholding;
	Fashion	I. Design and build a platform / app targeting sharing of designer clothes and bags in South Africa like Bling, Rent the Runway, or Bag Borrow or Steal. Provide a platform for people to rent their designer clothes and bags through this fashion-sharing platform.	▪ Diversify and expand current business model from just selling clothes and bags to also lending clothes and bags as well as charging a fee for people to use the platform to lend their designer clothes and bags ▪ New revenue stream

Figure 102 – Recommendations to Organisations in South Africa

Industry Sector		Recommendations	Benefits / Opportunities
	Liquid Workforce / Freelance	I. Design and build a platform / app like Up Work or PeoplePerHour targeting freelancers. PeoplePerHour and Up Work is a community of talent available to work remotely, online, at the click of a button. The app must be an online and mobile marketplace that matches freelance skills with local and international demand, allowing freelancers to find more clients, and to run and grow you're their own freelance business.	- Generate revenue by charging a fee for matching clients with talented freelancers. - Charge freelancers a fee for registering on the platform and clients for matching freelancer to projects.
	Personal services	I. Design and build a platform / app targeting all types of personal grooming services for South Africans. The app should help find the right person to assist with personal grooming services such as makeup, makeover, hair styling, massages, manicures, etc.)	- Find the right person to assist with personal grooming services such as makeup, makeover, hair styling, massages, manicures, etc. for a fee. - Generate revenue by charging a fee for matching services to clients
	Telecommunication	I. Mobile operators such as Vodacom, MTN, and Cell C can adopt a leasing model for cell phones like Vodafone's Red-Hot upgrade plan and O2. Provide customers with a faster access to the latest smartphones. Customers sign a two-year contract with the option to upgrade the rented phone after a year if they return the rented phone in good condition.	- Increase number of customers and revenue - Improved customer retention and loyalty
	Neighbourhood	I. Design and build residents within a neighbourhood. The app should allow neighbours to rent, share, organise events, etc. with one another. E.g. Rent a drill only when you need to drill a hole. The app should be designed similar to Sharehood, Hey Neighbour or Share Some Sugar or In the Hood.	- Creation of new venture in the redistribution market - Create safer communities. Convenience
	Food	I. Design and build a platform / app targeting food sharing in SA. Turn private dining room into diners and allow private hosts to host guests wanting a local experience or meal. II. Restaurants can partner with food sharing providers such as UberEats to market their food on the Uber app and increase the number of orders through takeout's;	- Marketing of menu on the Uber app would increase visibility and promote restaurants and diners - Access food can be sold as takeout to reduce waste - Generate additional revenue through matching guests with local hosts wanting a local experience or meal
	Household Services	I. Design and build a platform / app targeting all types of household services for South Africans. II. The app should be like an Uber-style service, which helps find the right person to assist with cleaning, fixing up stuff in the house effectively and efficiently (e.g. house cleaning, handymen, garden expertise, window cleaning, plumbing, electrical, pool services, dog grooming, etc.) III. The app should be like the SweepSouth app, but with more diversified services.	- Find the right person to assist with cleaning, fixing up stuff in the house effectively, and efficiently (e.g. house cleaners, handyman, garden experts, dog grooming, etc.) for a fee. - Generate revenue by charging a fee for matching services

Figure 103 – Recommendations to Organisations in South Africa

Growth Strategy and Business Models

Growth Strategy

Sharing is the future of business. It allows businesses to do more while owing less. It is a change in the consumption model and the future of consumption. Companies in South Africa should view this as an opportunity to reinvent themselves and take advantage of the change in consumer behaviour, the digital evolution of technology and peer-to-peer platforms as well as the advancements in the payment solutions.

Organisations should develop new products and services, grow existing and enter new markets, and diversify their business models. The Ansoff Matrix is a strategic planning tool and framework, that helps executives, and marketers devise strategies for future growth. The planning tool is used to summarize some of the proposed recommendations to organisations (Figure 104).

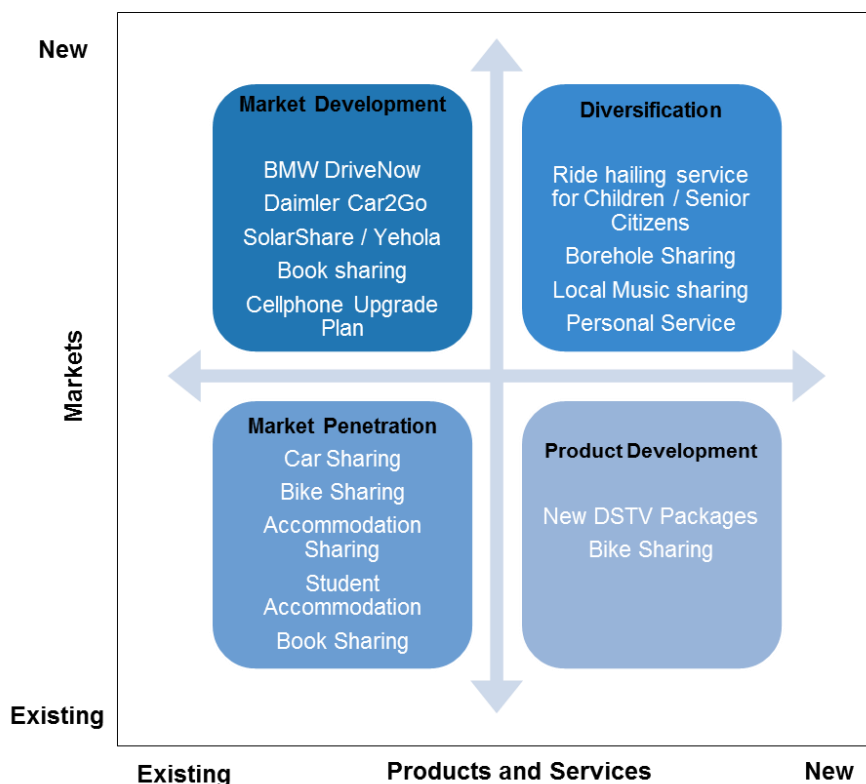


Figure 104 - Growth Strategy for South African Organisations

The strategic tool has four growth alternatives. The proposed recommendations for the growth alternatives are summarized below:

- I. **Market penetration strategy:** The organisation must grow using its existing offerings (products and services) in existing markets. It involves increasing market share within existing market segments focusing on car, accommodation, student accommodation, book, and bike sharing as detailed in Figure 101 and 102 and illustrated in Figure 104.
- II. **Market development:** The organisation must expand into new markets (cities, provinces, or countries, etc.) using its existing offerings. This can be accomplished by leveraging unique platforms and technologies for products and services in the new market. The opportunities include car sharing models such as BMW DriveNow, Daimler Car2Go, solar sharing (SolarShare, Solarcity, SolarCentury or Yeloha), cell phone upgrade plan, and book sharing as detailed in Figure 101 and 102 and illustrated in Figure 104.
- III. **Product development:** The organisations must create new products and services targeted at its existing markets to achieve growth. It involves extending the product range available to its existing markets and the proposed opportunities includes bike sharing, and the enhancement of DSTV packages as detailed in Figure 102 and illustrated in Figure 104.
- IV. **Diversification:** The organisations must grow its market share by introducing new offerings in new markets. It requires both product and market development and can be achieved through start-ups, acquisitions, or setup of new divisions within existing organisations. The proposed opportunities include ride hailing services for children and senior citizens, borehole sharing, local music sharing, and personal service as detailed in Figure 101, 102 and 103 and illustrated in Figure 104.

Business Model

A business model describes the logic and principles that an organisation uses to attract consumers, generate revenue and gain competitive advantage. The creative destruction of old business models and the adoption of new creative ways of participating is an alternative strategy.

The business model canvas is a strategic management start-up template. It is used to represent the existing and proposed business models for organisations. The business models can be used as input for organisations. The following business models are recommended and is represented in Figure 105 - 110:

- The existing business model for Uber ridesharing (Figure 105);
- The proposed business model for ride hailing services for Children (Figure 106);
- The adapted business model for BMW DriveNow South Africa (Figure 107);
- The proposed business model for peer-to-peer lending (Figure 108);
- The proposed business model for solar sharing (Figure 109); and
- The sample business model subscription services (Figure 110);

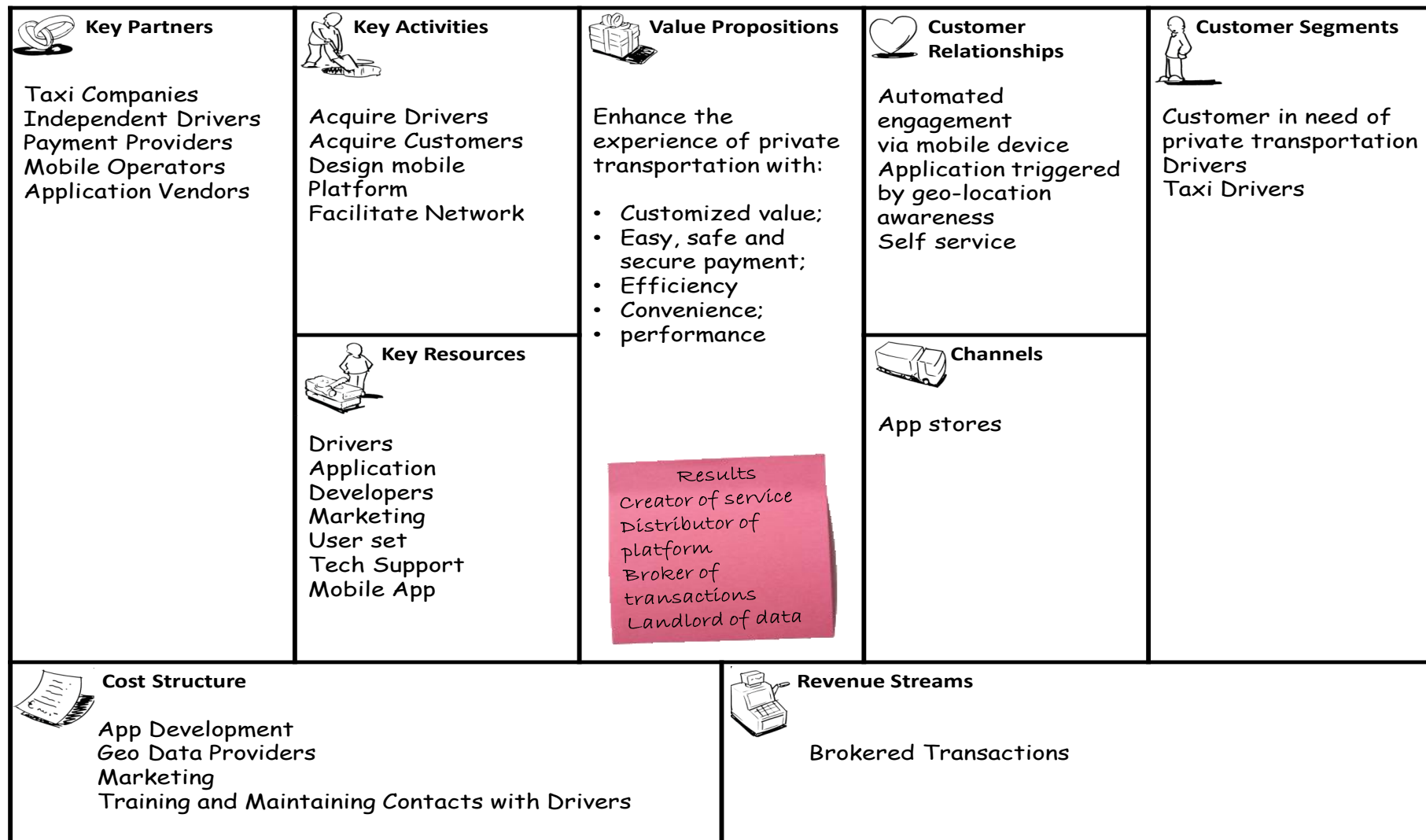


Figure 105 – The Business Model for Uber (Ridesharing)

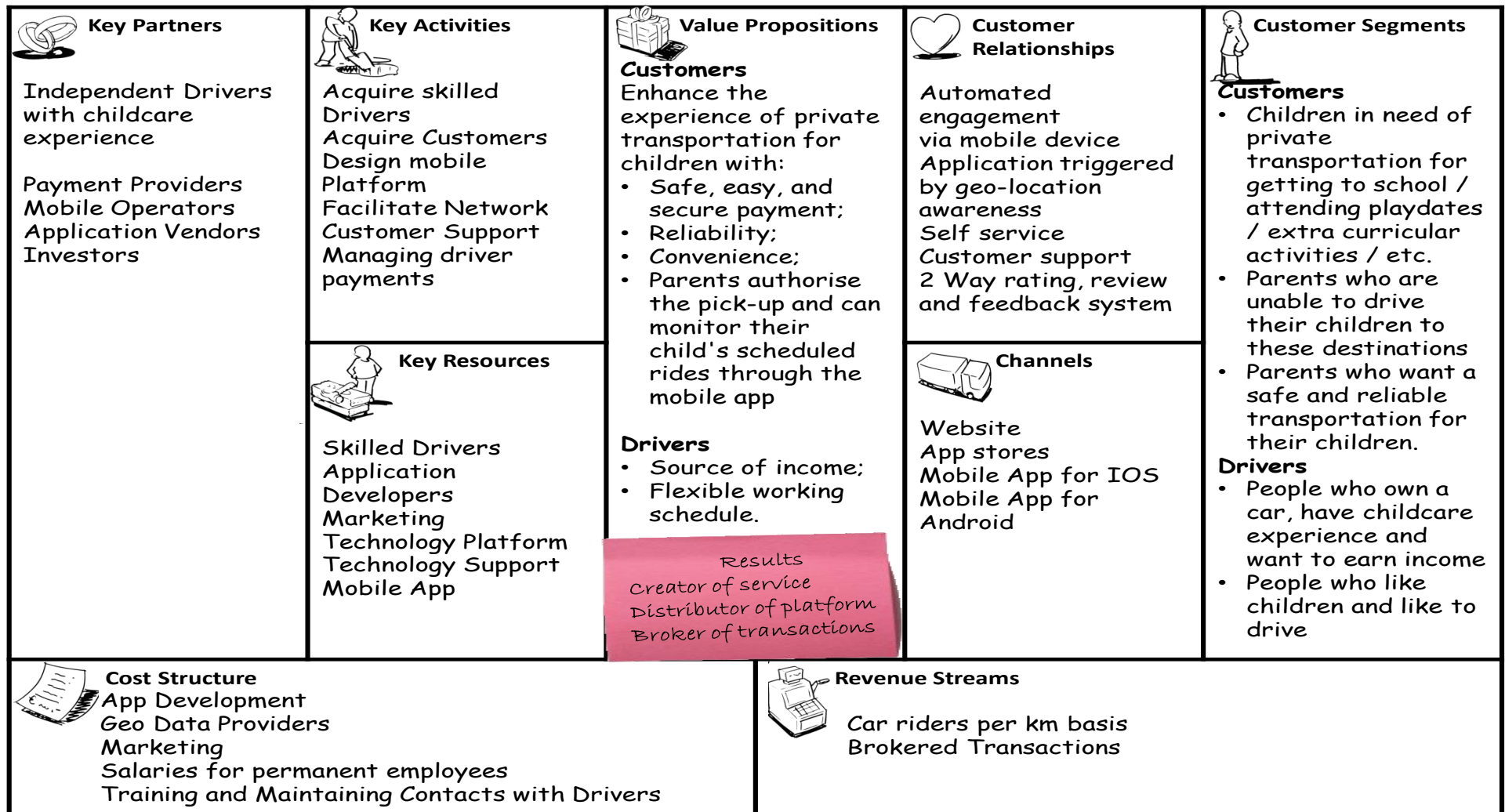


Figure 106 – The Business Model for Ride hailing Services for Children

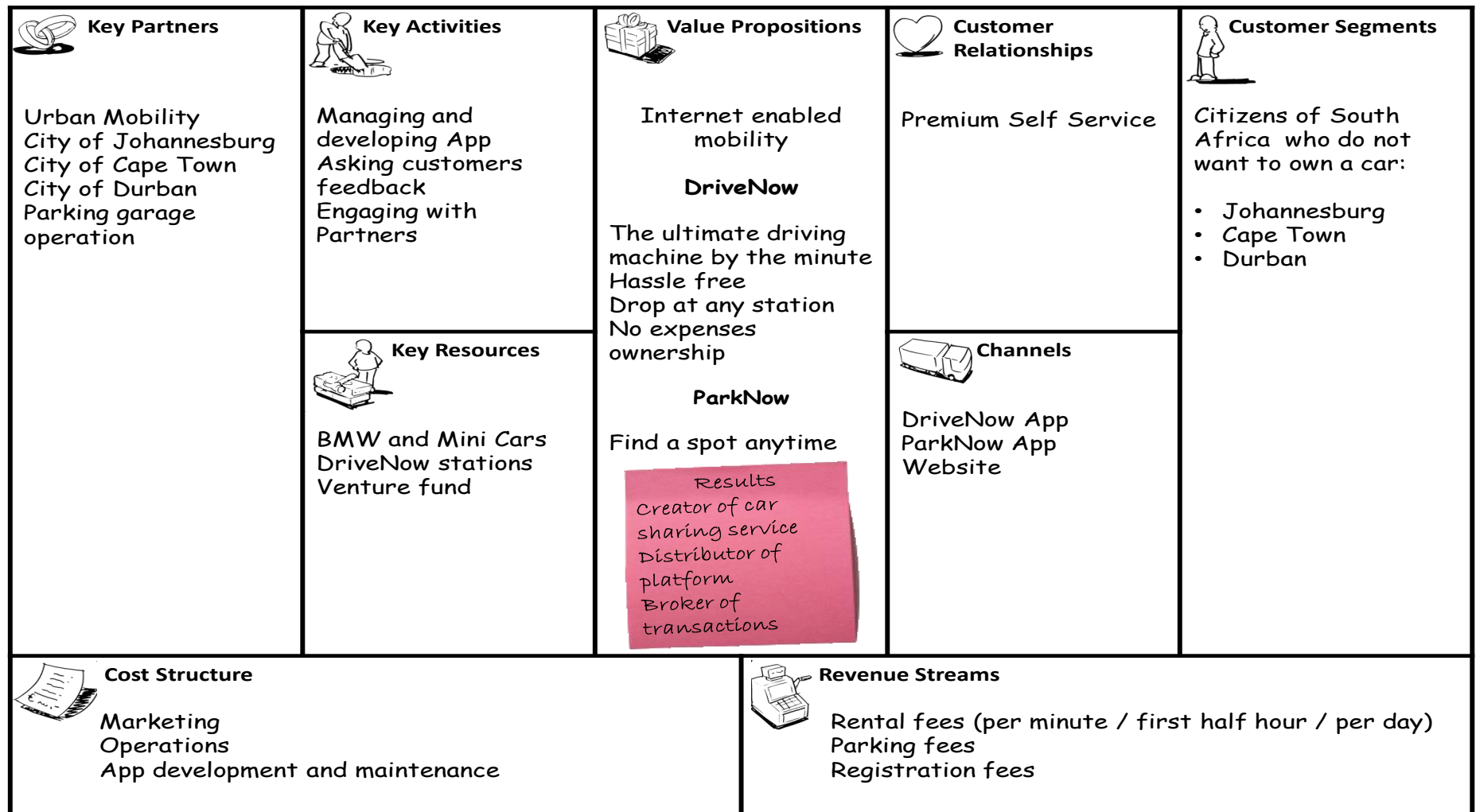


Figure 107 - The Adapted Business Model for BMW DriveNow South Africa

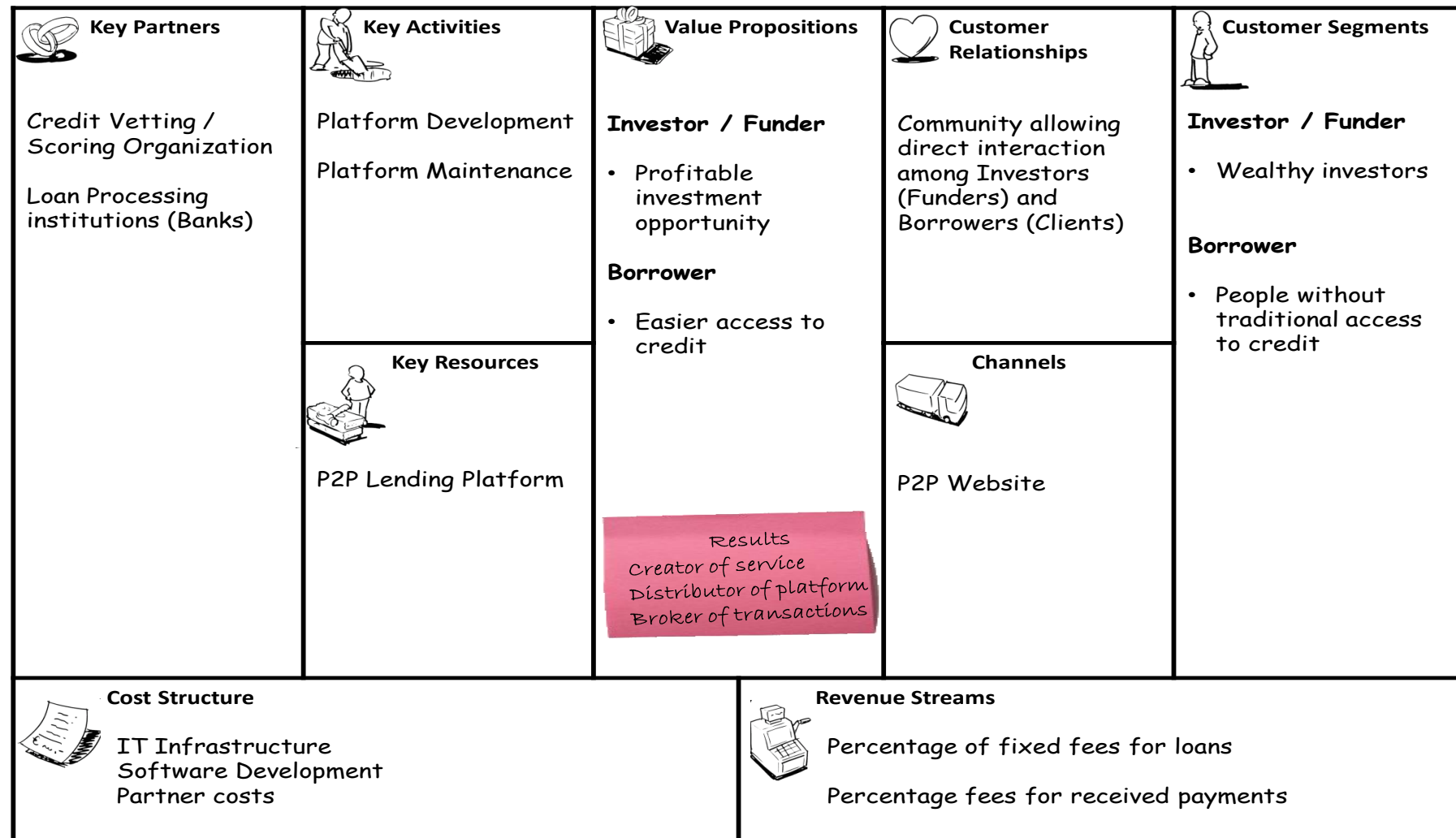


Figure 108 - The Adapted Business Model for Peer-to-Peer Sharing

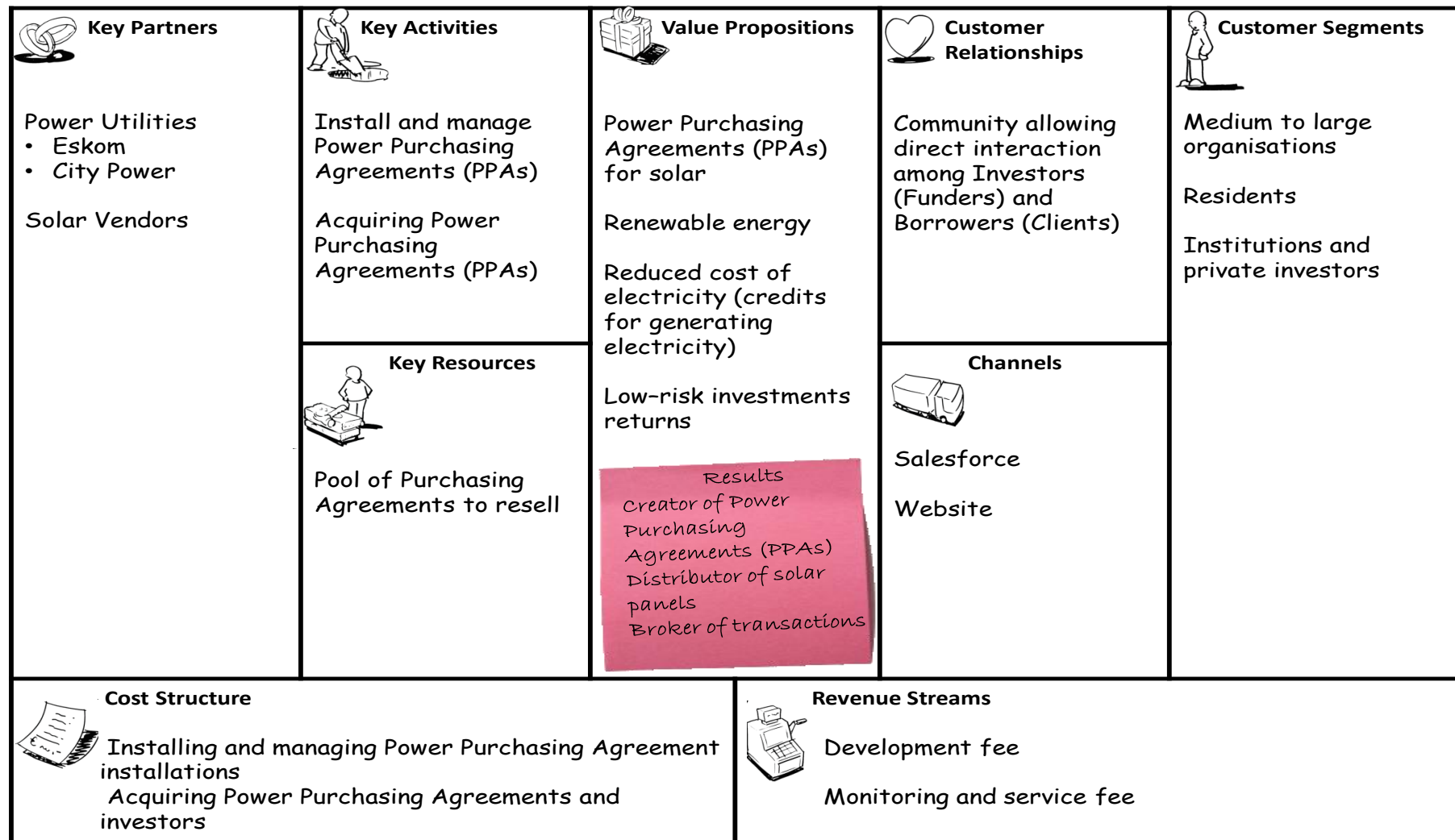


Figure 109 - The Adapted Business Model for Solar Sharing

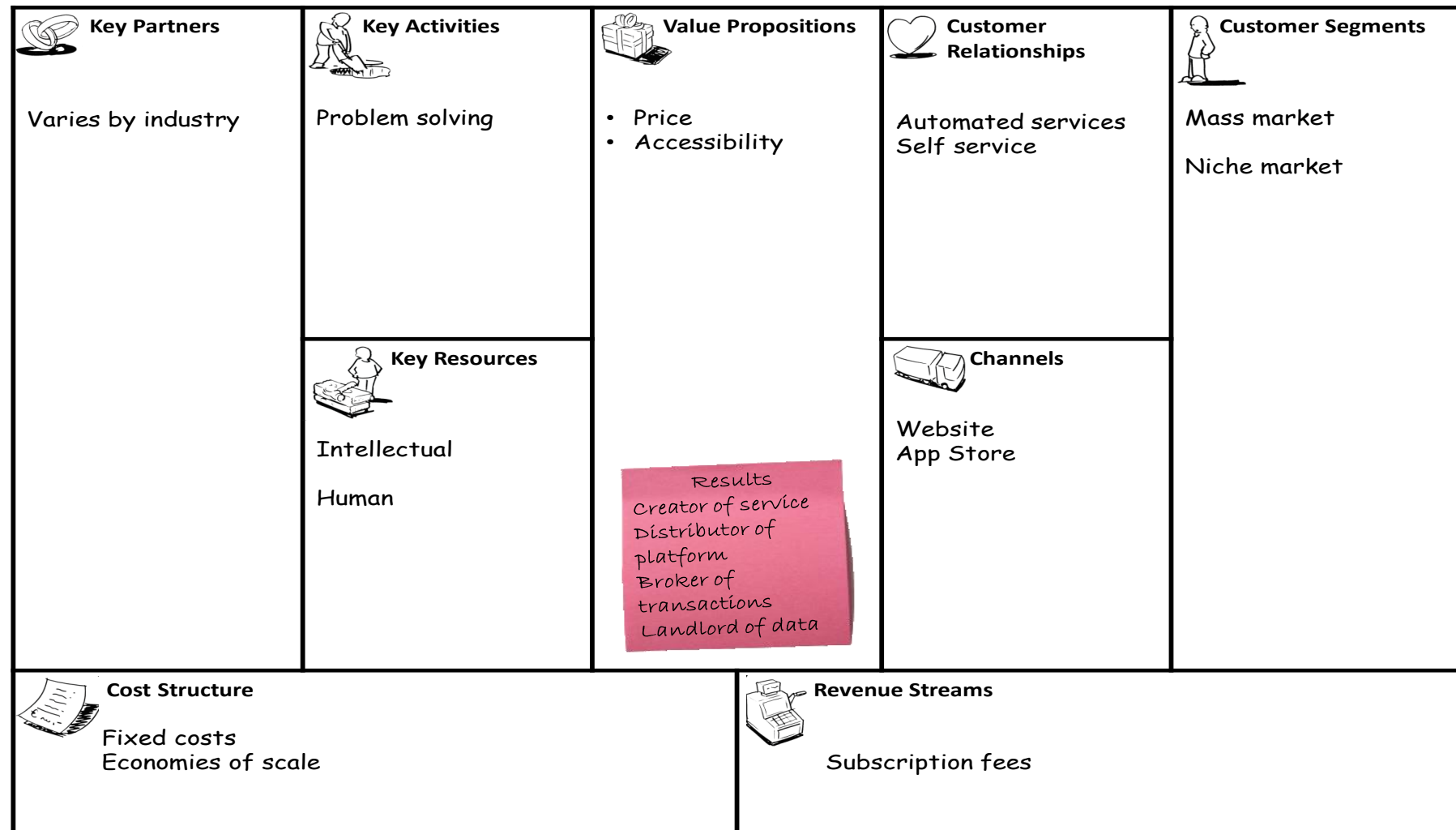


Figure 110 - Sample Business Model for Subscription Services

7.5 Recommendations for future research

Theoretically, this research contributes to the collective literature on access-based consumption (Bardhi & Eckhardt, 2012; Belk, 2013) by evolving the understanding of consumers' actual behaviour in respect of the sharing economy. Furthermore, we provide empirical evidence on the twenty-three perceptions influencing and inhibiting participating of the South African consumers in the sharing economy across six different product categories, namely car, accommodation, book, music, media, and bike sharing. In addition, the research also focused on the degree of importance (ranking) of the perceptions across the different product categories, key drivers of collaborative consumption and sharing, as well as the level of participation of South Africans in the sharing economy. The research and participants mainly represented the major urban cities and provinces of South Africa.

Several outcomes were discovered from the research results including additional perceptions and level of preferences for the sharing economy. The limitations of this research focused primarily on the accessed based consumption mode, burdens of ownership, and the product service systems, which is the pay to access the benefit of a product versus needing to own the product outright. The collaborative consumption mode has three distinct systems namely collaborative lifestyle (non-product assets such as space, skills and money); redistribution markets (unwanted or underused goods are redistributed), and product services systems (pay to access the benefit of a product instead of owing).

Future research should be conducted to complement this study by concentrating on the other two distinct systems namely collaborative lifestyle (non-product assets such as space, skills, and money) and redistribution markets (unwanted or underused goods are redistributed). This would provide a more holistic view of the sharing economy and the peer-to-peer economy. Burdens of access may also exist in the sharing economy; therefore, it would be advantageous to explore the burdens of access in more depth.

In addition, the comparison between the urban and rural provinces and cities within South Africa associated with the sharing economy should be explored in the future. This research can also be extended by including the key additional perceptions identified with the high-ranking perceptions and conducting the research and comparison across both the access and ownership based consumption modes.

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APPENDICES

APPENDIX A – RESEARCH RESULTS

APPENDIX A1 – PAIRWISE COMPARISON RESEARCH RESULTS

Step 1 and 2: Pairwise Comparison - Participants Response Captured and Pairwise Comparison Model Developed

PERCEPTIONS		Total Cost of Service		Predictability of Cost		Transaction effort		Pre and post usage effort		Maintenance effort		Storage effort / space		Use limitations		Inflexibility		Risk of failure		Risk of non-availability		Trust		Convenience		Safety		Perceived risk		Absence of cost		Environmental friendliness		Need for careful handling		Fun while using		Being part of a community		Signalling one's personality		Personal attachment		Impressing Others		Curiosity		EQUAL IMPORTANCE COUNT	TOTALS	WGT		WEIGHTED	%																																																																																																																																																																																																																																																																																																																																																																																														
		P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11	P12	P13	P14	P15	P16	P17	P18	P19	P20	P21	P22	P23																																																																																																																																																																																																																																																																																																																																																																																																																											
Total Cost of Service	P1	1.000	P1	8.000	P1	3.000	P1	3.000	P1	3.000	P1	4.000	P1	3.000	P1	4.000	P9	0.250	P1	1.000	P11	0.500	P1	1.000	P13	0.333	P1	3.000	P15	0.200	P16	0.200	P1	3.000	P1	3.000	P1	5.000	P1	9.000	P1	9.000	P1	9.000	P1	7.000	1	17	5.72%	➡	80.48	5.80%																																																																																																																																																																																																																																																																																																																																																																																															
Predictability of Cost	P2	0.125	1.000	P3	0.333	P4	0.333	P5	0.250	P2	2.000	P2	2.000	P2	2.000	P2	2.000	P2	7.000	P2	2.000	P11	0.500	P12	0.333	P13	0.250	P4	0.333	P2	4.000	P16	0.250	P2	2.000	P2	7.000	P2	8.000	P2	8.000	P2	9.000	P2	8.000	1	14	4.71%	➡	73.71	5.31%																																																																																																																																																																																																																																																																																																																																																																																																
Transaction effort	P3	0.333	3.000	1.000	P3	9.000	P3	9.000	P3	4.000	P3	4.000	P3	4.000	P3	7.000	P3	4.000	P11	0.333	P12	0.500	P13	0.250	P3	2.000	P3	2.000	P3	2.000	P3	1.000	P3	5.000	P3	4.000	P3	3.000	P3	9.000	P3	9.000	P3	7.000	1	19	6.40%	➡	95.42	6.88%																																																																																																																																																																																																																																																																																																																																																																																																	
Pre and post usage effort	P4	0.333	3.000	0.111	1.000	P4	6.000	P4	5.000	P4	2.000	P4	4.000	P4	2.000	P4	2.000	P11	0.167	P12	0.250	P13	0.200	P4	0.333	P4	3.000	P16	0.167	P4	7.000	P4	4.000	P4	5.000	P4	9.000	P4	9.000	P4	9.000	P4	9.000	1	16	5.39%	➡	81.56	5.88%																																																																																																																																																																																																																																																																																																																																																																																																		
Maintenance effort	P5	0.333	3.000	0.111	0.167	1.000	P5	1.000	P5	1.000	P7	0.500	P5	3.000	P10	0.250	P11	0.500	P12	0.200	P13	0.143	P14	0.333	P15	0.333	P16	0.143	P5	1.000	P5	2.000	P19	0.500	P5	9.000	P5	9.000	P5	9.000	P23	0.333	1	9	3.03%	➡	43.35	3.12%																																																																																																																																																																																																																																																																																																																																																																																																			
Storage effort / space	P6	0.250	0.500	0.250	0.200	1.000	1.000	P7	0.250	P6	4.000	P9	0.143	P10	0.200	P11	0.333	P12	0.167	P13	0.200	P14	0.250	P15	0.250	P16	0.143	P6	3.000	P18	0.333	P19	1.000	P6	9.000	P6	9.000	P6	9.000	P23	1.000	2	6	2.02%	➡	41.47	2.99%																																																																																																																																																																																																																																																																																																																																																																																																				
Use limitations	P7	0.333	0.500	0.250	0.500	2.000	4.000	1.000	P7	1.000	P9	0.250	P8	5.000	P11	0.500	P12	0.250	P13	0.167	P7	3.000	P7	2.000	P19	0.167	P7	5.000	P7	2.000	P19	1.000	P7	9.000	P7	9.000	P7	9.000	P23	0.250	2	12	4.04%	➡	51.67	3.72%																																																																																																																																																																																																																																																																																																																																																																																																					
Inflexibility	P8	0.250	0.500	0.500	0.250	2.000	0.250	1.000	1.000	P9	0.250	P8	0.250	P8	5.000	P11	0.167	P12	0.200	P13	0.143	P8	3.000	P15	0.250	P16	0.143	P8	2.000	P18	0.333	P8	1.000	P8	9.000	P8	9.000	P8	9.000	P23	0.500	1	9	3.03%	➡	45.74	3.30%																																																																																																																																																																																																																																																																																																																																																																																																				
Risk of failure	P9	4.000	0.143	0.143	0.500	0.333	7.000	4.000	4.000	1.000	P10	0.333	P11	0.250	P12	0.250	P13	0.167	P9	4.000	P15	0.250	P16	0.125	P9	3.000	P9	2.000	P9	1.000	P9	9.000	P9	9.000	P9	9.000	P23	0.500	2	13	4.38%	➡	59.99	4.32%																																																																																																																																																																																																																																																																																																																																																																																																							
Risk of non-availability	P10	1.000	0.500	0.250	0.500	4.000	5.000	4.000	3.000	1.000	P11	0.143	P12	0.250	P13	0.143	P10	2.000	P15	0.333	P16	0.125	P10	3.000	P10	2.000	P10	1.000	P10	9.000	P10	9.000	P10	9.000	P10	9.000	P10	2.000	1	13	4.38%	➡	58.24	4.20%																																																																																																																																																																																																																																																																																																																																																																																																							
Trust	P11	2.000	2.000	3.000	6.000	2.000	3.000	2.000	6.000	4.000	7.000	1.000	P11	2.000	P13	0.500	P11	4.000	P11	4.000	P16	1.000	P11	6.000	P11	7.000	P11	1.000	P11	9.000	P11	9.000	P11	9.000	P11	9.000	P11	6.000	2	22	7.41%	➡	96.50	6.95%																																																																																																																																																																																																																																																																																																																																																																																																							
Convenience	P12	1.000	3.000	2.000	4.000	5.000	6.000	4.000	5.000	1.000	P13	0.167	P14	0.500	P12	3.000	P16	0.167	P12	3.000	P16	0.167	P12	5.000	P12	5.000	P12	5.000	P12	9.000	P12	9.000	P12	9.000	P12	9.000	P12	5.000	1	18	6.06%	➡	86.33	6.22%																																																																																																																																																																																																																																																																																																																																																																																																							
Safety	P13	3.000	4.000	4.000	5.000	7.000	5.000	6.000	7.000	6.000	7.000	2.000	6.000	1.000	P13	7.000	P13	7.000	P13	7.000	P13	1.000	P13	8.000	P13	7.000	P13	1.000	P13	9.000	P13	9.000	P13	9.000	P13	9.000	P13	7.000	2	24	8.08%	➡	128.00	9.22%																																																																																																																																																																																																																																																																																																																																																																																																							
Perceived Risk	P14	0.333	3.000	0.500	3.000	3.000	4.000	0.333	0.333	0.250	0.500	0.333	0.333	0.250	0.500	2.000	0.143	1.000	P14	2.000	P16	0.200	P14	2.000	P14	3.000	P14	1.000	P14	9.000	P14	9.000	P14	9.000	P14	3.000	1	14	4.71%	➡	56.84	4.10%																																																																																																																																																																																																																																																																																																																																																																																																									
Absence of costs	P15	5.000	0.250	0.500	0.333	3.000	4.000	0.500	4.000	4.000	3.000	0.500	4.000	4.000	3.000	0.333	0.143	0.500	1.000	P16	0.167	P15	2.000	P15	1.000	P15	9.000	P15	9.000	P15	9.000	P15	2.000	1	14	4.71%	➡	59.98	4.32%																																																																																																																																																																																																																																																																																																																																																																																																												
Environmental friendliness	P16	5.000	4.000	1.000	6.000	7.000	7.000	6.000	7.000	8.000	8.000	1.000	6.000	1.000	6.000	1.000	5.000	6.000	1.000	P16	7.000	P16	8.000	P16	1.000	P16	9.000	P16	9.000	P16	9.000	P16	7.000	1	21	7.07%	➡	129.00	9.30%																																																																																																																																																																																																																																																																																																																																																																																																												
Need for careful handling	P17	0.333	0.500	0.200	0.143	1.000	0.333	0.200	0.500	0.333	0.333	0.167	0.333	0.167	0.333	1.000	P17	1.000	P17	1.000	P17	9.000	P17	9.000	P17	9.000	P17	9.000	P17	2.000	4	9	3.03%	➡	37.01	2.67%																																																																																																																																																																																																																																																																																																																																																																																																															
Fun while using	P18	0.333	0.143	0.250	0.250	0.500	3.000	0.500	3.000	0.500	0.500	0.143	0.200	0.143	0.333	1.000	0.125	2.000	1.000	P18	1.000	P18	1.000	P18	9.000	P18	9.000	P18	9.000	P18	1.000	2	10	3.37%	➡	42.92	3.09%																																																																																																																																																																																																																																																																																																																																																																																																														
Being part of a community	P19	0.200	0.125	0.333	0.200	2.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000

Step 3: Pairwise Comparison – Normalization and Calculation of Consistency Ratios of Participants Responses

Perceptions	Total Cost of Service	Predictability of Cost	Transaction effort	Pre and post usage effort	Maintenance effort	Storage effort / space	Use limitations	Inflexibility	Risk of failure	Risk of non-availability	Trust	Convenience	Safety	Perceived Risk	Absence of costs	Environmental friendliness	Need for careful handling	Fun while using	Being part of a community	Signaling one's personality	Personal attachment	Impressing other	Curiosity	Total	Average	CR
	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11	P12	P13	P14	P15	P16	P17	P18	P19	P20	P21	P22	P23			
Total Cost of Service	0.039098982	0.207077192	0.164763316	0.073492242	0.048064085	0.058895706	0.067239447	0.064864865	0.004603244	0.020639835	0.049008168	0.044117647	0.0498132	0.077419355	0.005134788	0.025842178	0.043583539	0.048780488	0.138568129	0.051071879	0.048358209	0.045685279	0.094433559	1.47046624	0.063933315	33.888673726
Predictability of Cost	0.004876296	0.025884649	0.018307035	0.006165805	0.00400534	0.029447853	0.044826298	0.032432432	0.128890837	0.04127967	0.049008168	0.041075882	0.0373599	0.008602151	0.10269564	0.032302723	0.02905569	0.113821138	0.022179007	0.045397226	0.048358209	0.045685279	0.107924068	1.194714361	0.05194277	35.18626222
Transaction effort	0.0103303297	0.077653947	0.054921105	0.220476727	0.014912256	0.058895706	0.08965296	0.032432432	0.128890837	0.08255934	0.032672112	0.020588924	0.0373599	0.051612903	0.051347882	0.129210891	0.072639225	0.06504065	0.083140878	0.051071879	0.048358209	0.045685279	0.1687310436	35.18488442		
Pre and post usage effort	0.013003297	0.076533947	0.006102345	0.024974414	0.096128171	0.073619632	0.044826298	0.064864865	0.036825954	0.04127967	0.013636056	0.011029412	0.02988792	0.008602151	0.07521823	0.021535148	0.101694915	0.06504065	0.138568129	0.051071879	0.048358209	0.045685279	0.121414576	1.215047741	0.052826163	33.369247
Maintenance effort	0.0103303297	0.076538596	0.006102345	0.004082902	0.006102362	0.014723926	0.011206575	0.008108108	0.05523893	0.005159599	0.049008168	0.008823529	0.012348514	0.008602151	0.000557898	0.018458699	0.014527845	0.032520325	0.013856813	0.051071879	0.048358209	0.045685279	0.004496836	0.562502228	0.045256619	33.34251443
Storage effort / space	0.009752473	0.012942324	0.013730276	0.004899483	0.016021362	0.014723926	0.005603287	0.064864865	0.002630425	0.004127967	0.032672112	0.007352941	0.02988792	0.006451613	0.0064818495	0.018458699	0.043583539	0.005420054	0.027713626	0.051071879	0.048358209	0.045685279	0.013490508	0.48586125	0.021124402	29.61461992
Use limitations	0.013003297	0.012942324	0.013730276	0.012248707	0.03204274	0.058895706	0.022413149	0.016216216	0.004603244	0.01031917	0.049008168	0.011029412	0.0249066	0.077419355	0.051347882	0.021535148	0.032520325	0.027713626	0.051071879	0.048358209	0.045685279	0.003727627	0.713023297	0.031001103	30.29022286	
Inflexibility	0.009752473	0.012942324	0.012746053	0.006124354	0.03204274	0.03204274	0.012413149	0.016216216	0.004603244	0.010319174	0.013636056	0.008823529	0.021348514	0.077419355	0.0064818495	0.018458699	0.02905569	0.005420054	0.027713626	0.051071879	0.048358209	0.045685279	0.006745254	0.602129823	0.06143036	31.49770465
Risk of failure	0.156039587	0.003697807	0.007845872	0.012248707	0.005340454	0.103067485	0.08965296	0.064864865	0.018412977	0.006879945	0.024504084	0.011029412	0.0249066	0.103225806	0.0064818495	0.016151361	0.043583539	0.032520325	0.027713626	0.051071879	0.048358209	0.045685279	0.006745254	0.909964131	0.039563682	32.2783703
Risk of non-availability	0.003098962	0.012942324	0.013730276	0.012248707	0.064085447	0.064826298	0.048648649	0.05523893	0.020639835	0.014002334	0.011029412	0.012348514	0.021348514	0.005162903	0.008557898	0.016151361	0.043583539	0.032520325	0.027713626	0.051071879	0.048358209	0.045685279	0.026981017	0.783606366	0.034065942	32.8754005
Trust	0.078019784	0.051769298	0.164763316	0.146984485	0.032042744	0.044171779	0.044826298	0.097297297	0.073651907	0.144478844	0.098016336	0.088235294	0.074719801	0.103225806	0.102695764	0.129210891	0.08716707	0.113821138	0.027713626	0.051071879	0.048358209	0.045685279	0.080943051	1.928869876	0.083663908	33.11609782
Convenience	0.039098982	0.077653947	0.109842211	0.097989657	0.080106809	0.088343558	0.08965296	0.081081081	0.073651907	0.08255934	0.049008168	0.044117647	0.0249066	0.10293226	0.077021823	0.021535148	0.072639222	0.081300813	0.027713626	0.051071879	0.048358209	0.045685279	0.067452542	1.443605183	0.062765443	34.44432152
Safety	0.117029675	0.103538596	0.219684422	0.122487071	0.112149533	0.134478894	0.13513514	0.110477861	0.144478844	0.196032672	0.264705882	0.149439601	0.180645161	0.179717587	0.129210891	0.113821138	0.072713626	0.081300813	0.027713626	0.051071879	0.048358209	0.045685279	0.094433559	2.848616286	0.123848534	32.64500287
Perceived Risk	0.013003297	0.077653947	0.027460553	0.073492242	0.048064085	0.058895706	0.00747105	0.005405405	0.004603244	0.01031917	0.024504084	0.088235294	0.012348514	0.025806452	0.051347882	0.025842178	0.02905569	0.048780488	0.027713626	0.051071879	0.048358209	0.045685279	0.040471525	0.854590548	0.037156111	33.5700643
Absence of costs	0.195049459	0.006647162	0.027460553	0.006165805	0.048064085	0.058895706	0.011206575	0.064864865	0.073651907	0.0163191505	0.024504084	0.071058821	0.021348514	0.012903226	0.025673941	0.021535148	0.02905569	0.016260163	0.027713626	0.051071879	0.048358209	0.045685279	0.026981017	0.9121546279	0.04006723	34.08841288
Environmental friendliness	0.195049459	0.103538596	0.054921105	0.146984485	0.112149533	0.103067485	0.134478894	0.113513514	0.147303814	0.165118679	0.098016336	0.264705882	0.149439601	0.129032258	0.154043646	0.129210891	0.101694915	0.130081301	0.027713626	0.051071879	0.048358209	0.045685279	0.094433559	2.699612946	0.117374476	33.78129252
Need for careful handling	0.013003297	0.012942324	0.010984221	0.030499631	0.016021362	0.004907975	0.00448263	0.008108108	0.006317659	0.006879945	0.016336056	0.008823529	0.01867995	0.01283967	0.018458699	0.014527845	0.008130081	0.027713626	0.051071879	0.048358209	0.045685279	0.026981017	0.397473519	0.107281457	29.90093119	
Fun while using	0.013003297	0.069697807	0.013730276	0.006124354	0.008010681	0.044717719	0.011206575	0.006486486	0.009264488	0.01031917	0.014002334	0.012348514	0.02673941	0.016151361	0.02905569	0.016151361	0.02905569	0.048780488	0.027713626	0.051071879	0.048358209	0.045685279	0.013490508	0.494357008	0.14239793	30.61999138
Being part of a community	0.007801978	0.003235581	0.018307035	0.004899483	0.032042724	0.014723926	0.022413149	0.016216216	0.018412977	0.020639835	0.098016336	0.044117647	0.149439601	0.025806452	0.025673941	0.129210891	0.014527845	0.016260163	0.027713626	0.051071879	0.048358209	0.045685279	0.053692034	0.888536807	0.038632035	27.09383336
Signaling one's personality	0.004344432	0.003235581	0.006102345	0.002721935	0.001780151	0.001635992	0.00249305	0.001801802	0.002045886	0.002293315	0.010890704	0.004901961	0.0166044	0.002867384	0.00285266	0.014356766	0.001614205	0.001806685	0.003079292	0.000630517	0.005371334	0.045685279	0.020698102	0.189832088	0.008253569	25.744658
Personal attachment	0.003434432	0.002876072	0.006102345	0.002721935	0.001780151	0.001635992	0.00249305	0.001801802	0.002045886	0.002293315	0.010890704	0.004901961	0.0166044	0.002867384	0.00285266	0.014356766	0.001614205	0.001806685	0.003079292	0.000630517	0.005371334	0.045685279	0.020698102	0.141443369	0.006149712	25.24177709
Impressing other	0.003434432	0.002876072	0.006102345	0.002721935	0.001780151	0.001635992	0.00249305	0.001801802	0.002045886	0.002293315	0.010890704	0.004901961	0.0166044	0.002867384	0.00285266	0.014356766	0.001614205	0.001806685	0.003079292	0.000630517	0.005371334	0.045685279	0.020698102	0.141443369	0.006149712	25.24177709
Curiosity	0.005572482	0.003235581	0.007845872	0.002721935	0.048064085	0.014723926	0.08965296	0.032432432	0.036825954	0.01031917	0.016336056	0.008823529	0.021348514	0.01283967	0.018458699	0.02763923	0.016260163	0.006928406	0.028373266	0.02866572	0.005329995	0.013490508	0.475215994	0.020544714	31.81856192	

CI	0.38823949
RI	1.6526
C. RATIO	0.234926474

Step 4: Pairwise Comparison – Summary of Participants Weighted Results (Including Outliers)

[illegible]

Step 5: Pairwise Comparison – Consistency Ratio per Participants per Product Category

Product Category	P#1	P#2	P#3	P#4	P#5	P#6	P#7	P#8	P#9	P#10	P#11	P#12	P#13	P#14	P#15	P#16	P#17	P#18	P#19	P#20	P#21	P#22	P#23	P#24	P#25	P#26	P#27	P#28	P#29	P#30	P#31	P#32	P#33	P#34	P#35	P#36	P#37	P#38	P#39	P#40	P#41	P#42	INCONSISTENT RESULTS
Shared Economy	23.4926%	15.6093%	53.5697%	32.6409%	69.3746%	26.9259%	19.0699%	50.1287%	24.3488%	15.0996%	14.5973%	26.5947%	26.6069%	32.2234%	53.7098%	13.8291%	36.2973%	39.4742%	18.5092%	46.6063%	25.7460%	33.3482%	36.2219%	36.5166%	13.5094%	22.8458%	33.9692%	28.3261%	35.8494%	18.2838%	24.8544%	13.7367%	22.9670%	21.0940%	41.9976%	60.1906%	68.9333%	53.0346%	18.6394%	37.2189%	34.6455%	26.6109%	P#5, P#36, P37
Product Category	P#1	P#2	P#3	P#4	P#5	P#6	P#7	P#8	P#9	P#10	P#11	P#12	P#13	P#14	P#15	P#16	P#17	P#18	P#19	P#20	P#21	P#22	P#23	P#24	P#25	P#26	P#27	P#28	P#29	P#30	P#31	P#32	P#33	P#34	P#35	P#36	P#37	P#38	P#39	P#40	P#41	P#42	INCONSISTENT RESULTS
Car Sharing	23.4926%	15.6093%	53.5697%	32.6409%	69.3746%	26.9259%	19.0699%	50.1287%	24.3488%	15.0996%	14.5973%	26.5947%	25.4521%	32.2234%	53.7098%	13.8291%	35.5081%	39.4742%	18.5092%	46.6063%	25.7460%	33.3482%	36.2219%	36.5166%	13.5094%	23.2297%	33.9692%	28.3261%	35.8494%	21.8001%	24.8544%	13.0590%	22.9670%	21.0940%	41.9976%	60.1906%	68.9333%	53.0346%	18.6394%	37.2189%	34.6455%	26.6109%	P#5, P#36, P37
Product Category	P#1	P#2	P#3	P#4	P#5	P#6	P#7	P#8	P#9	P#10	P#11	P#12	P#13	P#14	P#15	P#16	P#17	P#18	P#19	P#20	P#21	P#22	P#23	P#24	P#25	P#26	P#27	P#28	P#29	P#30	P#31	P#32	P#33	P#34	P#35	P#36	P#37	P#38	P#39	P#40	P#41	P#42	INCONSISTENT RESULTS
Accommodation Sharing	23.4926%	15.6093%	53.5697%	32.6409%	69.3746%	26.9259%	19.0699%	47.6479%	24.3488%	15.7908%	14.5973%	26.5947%	25.4521%	32.2234%	53.7098%	13.8291%	36.2973%	39.4742%	18.5092%	46.6063%	25.7460%	33.3482%	36.2219%	36.5166%	14.9525%	23.2297%	37.1303%	28.3261%	35.8494%	18.2838%	24.8544%	13.7367%	22.9670%	21.0940%	35.9843%	60.1906%	68.9333%	53.0346%	18.6394%	37.2189%	34.6455%	26.6109%	P#5, P#36, P37
Product Category	P#1	P#2	P#3	P#4	P#5	P#6	P#7	P#8	P#9	P#10	P#11	P#12	P#13	P#14	P#15	P#16	P#17	P#18	P#19	P#20	P#21	P#22	P#23	P#24	P#25	P#26	P#27	P#28	P#29	P#30	P#31	P#32	P#33	P#34	P#35	P#36	P#37	P#38	P#39	P#40	P#41	P#42	INCONSISTENT RESULTS
Book Sharing	24.5570%	15.6093%	53.5697%	39.7131%	69.3746%	26.9259%	19.0699%	48.6344%	24.3488%	15.0996%	13.3134%	23.3995%	26.6069%	25.0396%	53.7098%	13.8291%	35.9696%	38.2158%	18.5092%	42.6786%	25.7460%	33.3482%	36.2219%	36.5166%	14.8705%	22.6108%	33.9692%	28.3261%	36.3359%	18.2838%	30.8920%	13.7367%	22.9670%	20.8964%	35.9843%	59.7216%	65.1977%	53.0346%	18.7294%	36.6840%	34.3135%	25.8131%	P#5, P#36, P37
Product Category	P#1	P#2	P#3	P#4	P#5	P#6	P#7	P#8	P#9	P#10	P#11	P#12	P#13	P#14	P#15	P#16	P#17	P#18	P#19	P#20	P#21	P#22	P#23	P#24	P#25	P#26	P#27	P#28	P#29	P#30	P#31	P#32	P#33	P#34	P#35	P#36	P#37	P#38	P#39	P#40	P#41	P#42	INCONSISTENT RESULTS
Music Sharing	24.5570%	15.6093%	53.5697%	35.9172%	69.3746%	26.9259%	19.0699%	52.0840%	24.3488%	15.0996%	13.3134%	23.3995%	26.6069%	25.0396%	53.7098%	13.8291%	35.9696%	38.2158%	18.5092%	42.6786%	25.7460%	33.3482%	36.2219%	36.5166%	14.8705%	22.6108%	33.9692%	28.3261%	36.3359%	18.2838%	30.8920%	13.7367%	22.9670%	20.8964%	35.9843%	59.7216%	65.1977%	53.0346%	18.7294%	36.6840%	34.9841%	25.8131%	P#5, P#36, P37
Product Category	P#1	P#2	P#3	P#4	P#5	P#6	P#7	P#8	P#9	P#10	P#11	P#12	P#13	P#14	P#15	P#16	P#17	P#18	P#19	P#20	P#21	P#22	P#23	P#24	P#25	P#26	P#27	P#28	P#29	P#30	P#31	P#32	P#33	P#34	P#35	P#36	P#37	P#38	P#39	P#40	P#41	P#42	INCONSISTENT RESULTS
Media Sharing	24.5570%	15.6093%	53.5697%	42.9139%	69.3746%	26.9259%	19.0699%	52.0840%	24.3488%	15.0996%	13.3134%	23.3995%	26.6069%	25.0396%	53.7098%	13.8291%	35.9696%	38.2158%	18.5092%	42.6786%	25.7460%	33.3482%	36.2219%	36.5166%	14.8705%	22.6108%	33.9692%	28.3261%	36.3359%	18.2838%	30.8920%	13.7367%	22.9670%	20.8964%	35.9843%	59.7216%	65.1977%	53.0346%	18.7294%	36.6840%	34.9841%	25.8131%	P#5, P#36, P37
Product Category	P#1	P#2	P#3	P#4	P#5	P#6	P#7	P#8	P#9	P#10	P#11	P#12	P#13	P#14	P#15	P#16	P#17	P#18	P#19	P#20	P#21	P#22	P#23	P#24	P#25	P#26	P#27	P#28	P#29	P#30	P#31	P#32	P#33	P#34	P#35	P#36	P#37	P#38	P#39	P#40	P#41	P#42	INCONSISTENT RESULTS
Bike Sharing	24.5570%	15.6093%	53.5697%	32.6409%	69.3746%	26.9259%	19.0699%	50.1287%	24.3488%	17.3840%	14.5973%	26.5947%	26.6069%	32.2234%	53.7098%	13.8291%	35.5081%	39.4742%	18.5092%	46.6063%	25.7460%	33.3482%	36.2219%	36.5166%	13.5094%	23.2297%	33.9692%	28.3261%	35.8494%	18.2838%	24.8544%	13.0590%	22.9670%	21.0940%	41.9976%	60.1906%	68.9333%	53.0346%	18.7294%	37.2189%	34.6455%	26.6109%	P#5, P#36, P37

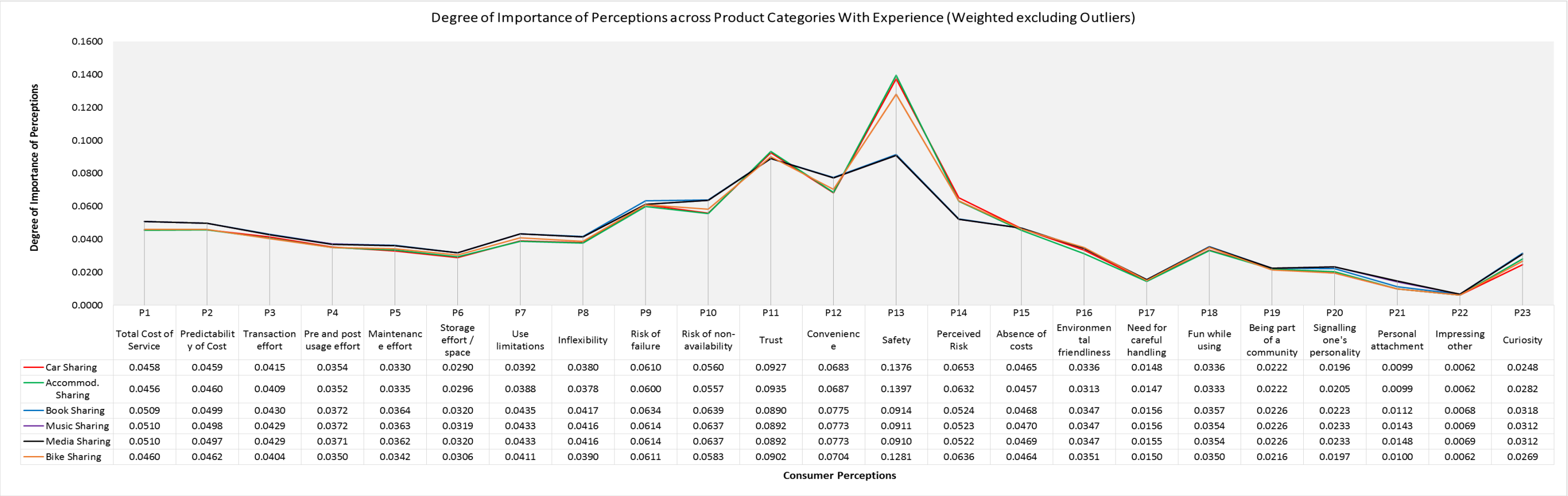
Step 6: Pairwise Comparison – Summary of Participants Weighted Results (Excluding Outliers)

[illegible]

Step 7: Final Results Summary – Ranking of Perceptions per Product Category (Excluding Outliers)

The Sharing Economy excluding Outliers					Car Sharing excluding Outliers					Accommodation Sharing excluding Outliers					Book Sharing excluding Outliers					Music Sharing excluding Outliers					Media Sharing excluding Outliers					Bike Sharing excluding Outliers				
THE SHARING ECONOMY EXCLUDING OUTLIERS					CAR SHARING EXCLUDING OUTLIERS					ACCOMMODATION SHARING EXCLUDING OUTLIERS					BOOK SHARING EXCLUDING OUTLIERS					MUSIC SHARING EXCLUDING OUTLIERS					MEDIA SHARING EXCLUDING OUTLIERS					BIKE SHARING EXCLUDING OUTLIERS				
PERCEPTIONS		OVERALL SCORE		RANKING	PERCEPTIONS		OVERALL SCORE		RANKING	PERCEPTIONS		OVERALL SCORE		RANKING	PERCEPTIONS		OVERALL SCORE		RANKING	PERCEPTIONS		OVERALL SCORE		RANKING	PERCEPTIONS		OVERALL SCORE		RANKING	PERCEPTIONS		OVERALL SCORE		RANKING
1	Safety	P13	0.1316	13.16%	1	Safety	P13	0.1376	13.76%	1	Safety	P13	0.1397	13.97%	1	Safety	P13	0.0914	9.14%	1	Safety	P13	0.0911	9.11%	1	Safety	P13	0.0910	9.10%	1	Safety	P13	0.1281	12.81%
2	Trust	P11	0.0915	9.15%	2	Trust	P11	0.0927	9.27%	2	Trust	P11	0.0935	9.35%	2	Trust	P11	0.0890	8.90%	2	Trust	P11	0.0892	8.92%	2	Trust	P11	0.0892	8.92%	2	Trust	P11	0.0902	9.02%
3	Convenience	P12	0.0689	6.89%	3	Convenience	P12	0.0683	6.83%	3	Convenience	P12	0.0687	6.87%	3	Convenience	P12	0.0775	7.75%	3	Convenience	P12	0.0773	7.73%	3	Convenience	P12	0.0773	7.73%	3	Convenience	P12	0.0704	7.04%
4	Perceived Risk	P14	0.0638	6.38%	4	Perceived Risk	P14	0.0653	6.53%	4	Perceived Risk	P14	0.0632	6.32%	4	Risk of non-availability	P10	0.0639	6.39%	4	Risk of non-availability	P10	0.0637	6.37%	4	Risk of non-availability	P10	0.0637	6.37%	4	Perceived Risk	P14	0.0636	6.36%
5	Risk of failure	P9	0.0613	6.13%	5	Risk of failure	P9	0.0610	6.10%	5	Risk of failure	P9	0.0600	6.00%	5	Risk of failure	P9	0.0634	6.34%	5	Risk of failure	P9	0.0614	6.14%	5	Risk of failure	P9	0.0614	6.14%	5	Risk of failure	P9	0.0611	6.11%
6	Risk of non-availability	P10	0.0567	5.67%	6	Risk of non-availability	P10	0.0560	5.60%	6	Risk of non-availability	P10	0.0557	5.57%	6	Perceived Risk	P14	0.0624	6.24%	6	Perceived Risk	P14	0.0623	6.23%	6	Perceived Risk	P14	0.0622	6.22%	6	Risk of non-availability	P10	0.0583	5.83%
7	Absence of costs	P15	0.0469	4.69%	7	Absence of costs	P15	0.0465	4.65%	7	Predictability of Cost	P2	0.0460	4.60%	7	Total Cost of Service	P1	0.0509	5.09%	7	Total Cost of Service	P1	0.0510	5.10%	7	Total Cost of Service	P1	0.0510	5.10%	7	Absence of costs	P15	0.0464	4.64%
8	Predictability of Cost	P2	0.0461	4.61%	8	Predictability of Cost	P2	0.0459	4.59%	8	Absence of costs	P15	0.0457	4.57%	8	Predictability of Cost	P2	0.0499	4.99%	8	Predictability of Cost	P2	0.0498	4.98%	8	Predictability of Cost	P2	0.0497	4.97%	8	Predictability of Cost	P2	0.0462	4.62%
9	Total Cost of Service	P1	0.0459	4.59%	9	Total Cost of Service	P1	0.0458	4.58%	9	Total Cost of Service	P1	0.0456	4.56%	9	Absence of costs	P15	0.0468	4.68%	9	Absence of costs	P15	0.0470	4.70%	9	Absence of costs	P15	0.0469	4.69%	9	Total Cost of Service	P1	0.0460	4.60%
10	Transaction effort	P3	0.0412	4.12%	10	Transaction effort	P3	0.0415	4.15%	10	Transaction effort	P3	0.0409	4.09%	10	Use limitations	P7	0.0435	4.35%	10	Use limitations	P7	0.0433	4.33%	10	Use limitations	P7	0.0433	4.33%	10	Use limitations	P7	0.0411	4.11%
11	Use limitations	P7	0.0399	3.99%	11	Use limitations	P7	0.0392	3.92%	11	Use limitations	P7	0.0388	3.88%	11	Transaction effort	P3	0.0430	4.30%	11	Transaction effort	P3	0.0429	4.29%	11	Transaction effort	P3	0.0429	4.29%	11	Transaction effort	P3	0.0404	4.04%
12	Inflexibility	P8	0.0380	3.80%	12	Inflexibility	P8	0.0380	3.80%	12	Inflexibility	P8	0.0378	3.78%	12	Inflexibility	P8	0.0417	4.17%	12	Inflexibility	P8	0.0416	4.16%	12	Inflexibility	P8	0.0416	4.16%	12	Inflexibility	P8	0.0390	3.90%
13	Pre and post usage effort	P4	0.0355	3.55%	13	Pre and post usage effort	P4	0.0354	3.54%	13	Pre and post usage effort	P4	0.0352	3.52%	13	Pre and post usage effort	P4	0.0372	3.72%	13	Pre and post usage effort	P4	0.0372	3.72%	13	Pre and post usage effort	P4	0.0371	3.71%	13	Pre and post usage effort	P4	0.0351	3.51%
14	Maintenance effort	P5	0.0340	3.40%	14	Environmental friendliness	P16	0.0336	3.36%	14	Maintenance effort	P5	0.0335	3.35%	14	Maintenance effort	P5	0.0364	3.64%	14	Maintenance effort	P5	0.0363	3.63%	14	Maintenance effort	P5	0.0362	3.62%	14	Maintenance effort	P5	0.0350	3.50%
15	Fun while using	P18	0.0339	3.39%	15	Fun while using	P18	0.0338	3.38%	15	Fun while using	P18	0.0333	3.33%	15	Fun while using	P18	0.0357	3.57%	15	Fun while using	P18	0.0354	3.54%	15	Fun while using	P18	0.0354	3.54%	15	Pre and post usage effort	P4	0.0350	3.50%
16	Environmental friendliness	P16	0.0335	3.35%	16	Maintenance effort	P5	0.0330	3.30%	16	Environmental friendliness	P16	0.0313	3.13%	16	Environmental friendliness	P16	0.0347	3.47%	16	Environmental friendliness	P16	0.0347	3.47%	16	Environmental friendliness	P16	0.0347	3.47%	16	Maintenance effort	P5	0.0342	3.42%
17	Storage effort / space	P6	0.0297	2.97%	17	Storage effort / space	P6	0.0290	2.90%	17	Storage effort / space	P6	0.0296	2.96%	17	Storage effort / space	P6	0.0320	3.20%	17	Storage effort / space	P6	0.0319	3.19%	17	Storage effort / space	P6	0.0320	3.20%	17	Storage effort / space	P6	0.0306	3.06%
18	Curiosity	P23	0.0290	2.90%	18	Curiosity	P23	0.0248	2.48%	18	Curiosity	P23	0.0282	2.82%	18	Curiosity	P23	0.0318	3.18%	18	Curiosity	P23	0.0312	3.12%	18	Curiosity	P23	0.0312	3.12%	18	Curiosity	P23	0.0269	2.69%
19	Being part of a community	P19	0.0223	2.23%	19	Being part of a community	P19	0.0222	2.22%	19	Being part of a community	P19	0.0222	2.22%	19	Being part of a community	P19	0.0226	2.26%	19	Being part of a community	P19	0.0223	2.23%	19	Signalling one's personality	P20	0.0233	2.33%	19	Being part of a community	P19	0.0216	2.16%
20	Signalling one's personality	P20	0.0196	1.96%	20	Signalling one's personality	P20	0.0196	1.96%	20	Signalling one's personality	P20	0.0205	2.05%	20	Signalling one's personality	P20	0.0223	2.23%	20	Signalling one's personality	P20	0.0226	2.26%	20	Being part of a community	P19	0.0226	2.26%	20	Signalling one's personality	P20	0.0197	1.97%
21	Need for careful handling	P17	0.0148	1.48%	21	Need for careful handling	P17	0.0148	1.48%	21	Need for careful handling	P17	0.0147	1.47%	21	Need for careful handling	P17	0.0156	1.56%	21	Need for careful handling	P17	0.0156	1.56%	21	Need for careful handling	P17	0.0155	1.55%	21	Need for careful handling	P17	0.0150	1.50%
22	Personal attachment	P21	0.0099	0.99%	22	Personal attachment	P21	0.0099	0.99%	22	Personal attachment	P21	0.0099	0.99%	22	Personal attachment	P21	0.0112	1.12%	22	Personal attachment	P21	0.0143	1.43%	22	Personal attachment	P21	0.0148	1.48%	22	Personal attachment	P21	0.0100	1.00%
23	Impressing other	P22	0.0061	0.61%	23	Impressing other	P22	0.0062	0.62%	23	Impressing other	P22	0.0062	0.62%	23	Impressing other	P22	0.0068	0.68%	23	Impressing other	P22	0.0069	0.69%	23	Impressing other	P22	0.0069	0.69%	23	Impressing other	P22	0.0062	0.62%
			1.00	1.00				1.00	1.00				1.00	1.00				1.00	1.00				1.00	1.00				1.00	1.00				1.00	1.00

Step 8: Final Results Summary – Similarity / Differences across the Product Categories



APPENDIX B - LETTER TO PARTICIPANTS

The Graduate School of Business Administration

2 St David's Place, Parktown,
Johannesburg, 2193,
South Africa
PO Box 98, WITS, 2050
Telephone: +27 11 717 3621
Website: www.wbs.ac.za



Dear Participant

Purpose of the study

I am a post-graduate student at the University of Witwatersrand, Graduate School of Business, undertaking a Master of Management by Research in the field of Management. The topic of research is “The Shift from Ownership to Access in South Africa: The Shared Economy”. The study will seek to understand the ownership and access consumption mode offerings in South Africa for the six different product categories and how the consumers perceive these product categories. The objective is also to establish the perceptions that determine the attitude of South Africans towards a consumption mode and what factors motivate consumers to the access consumption mode, including defining which perceptions are the most important. The study intends to determine if those perceptions differ across the selected product categories. The purpose of the study is to also contribute and shape the Decomposed Theory of Planned Behaviour, which better explains the consumption mode choice and overall consumer attitudes and behaviours towards the access consumption mode from a South African perspective.

Interview procedures and approximate duration of the study:

I would greatly appreciate your valuable input and time to conduct interviews. Your participation is crucial to the success of this study. The semi-structured interview was selected as the means of data collection, which will focus on The Shift from Ownership to Access in South Africa: The Shared Economy. The semi-structured interview will take approximately one and a half hour to complete and there will be only one interview conducted per participant. The interview will be audio recorded to ensure that all information provided during the interview is captured accurately.

Assurance of Confidentiality:

Your signature on the consent form indicates your consent to participate in this study. Please be assured that your responses and the audio recordings of the interview, which is subjected to the participant's prior consent, will be held in the strictest confidence. The names of the participants will be replaced with a participant number (P #1; P #2, etc.). The participant's name or identity would not be revealed or disclosed but direct quotes may be used in the research or final thesis. The recordings will be transcribed by myself and all the participants will be given a numeric number as a reference to ensure confidentiality. All recording,

documentation, and transcripts will be stored for a period of 2 years after the data is recorded. If the results of this study were to be written for publication, no identifying information will be used. The data and recordings will be stored in a digital format and stored in a password-protected computer during the research. After the completion of the research, the data will be stored in a digital format with all the identifying features such as name being removed from the interview form and it will be stored in a password-protected computer.

Anticipated benefits resulting from this study:

The shift from ownership to access in the consumer market is an important trend that can profoundly shape the world in the coming years. The understanding and research available on access based consumption mode in South Africa is limited and scarce. Ownership and access will co-exist for years to come, this creates the opportunity and demand for both ownership, and access based capabilities and service-based offerings. The intention is to contribute and shape the Decomposed Theory of Planned Behaviour that better explains the consumption mode choice, and behaviour concerning perceptions and overall attitudes towards consumption modes from a South African perspective. The study would create insights and opportunities to generate value from under-utilised assets.

Contact information.

If you have any questions about this study, you can contact the person below:

Name: Kevin Govender
Institution: Wits Business School
Cell phone no: 083 450 7540
E-mail address: kevin.govender@transnet.net

Supervisor Name: Antony Soicher
Institution: Wits Business School
Telephone no: 011 7173608
E-mail address: Antony.soicher@wits.ac.za

Name: Lucille Mooragan
Institution: Wits Human Research Ethics Committee
Telephone no: 011 717 1408
E-mail address: Lucille.mooragan@wits.ac.za

This study has been approved by the Human Research Ethics Committee (Protocol number: H16/05/07). The Human Research Ethics Committee has determined that this study meets the ethical obligations required by the University policies.

Your participation in this research study is sincerely appreciated.

Thanking you

Yours sincerely
Kevin Govender

APPENDIX C – PARTICIPANT LETTER OF CONSENT

The Graduate School of Business Administration

2 St David's Place, Parktown,
Johannesburg, 2193,
South Africa
PO Box 98, WITS, 2050
Telephone: +27 11 717 3621
Website: www.wbs.ac.za



SUBJECT: PARTICIPANT'S LETTER OF CONSENT

Title of research project: The Shift from Ownership to Access in South Africa: The Shared Economy

Name of principal researcher: Kevin Govender

Faculty: Wits Business School

Telephone: 083 450 7540

Email: kevin.govender@transnet.net

Name of participant:

Nature of the research: Semi-structured interview

Participant's involvement: Interviewee

What is involved? Semi-structured interviews will be conducted as the means of data collection, which will focus on The Shift from Ownership to Access in South Africa: The Shared Economy. The semi-structured interview will take approximately one and a half hour per interview to complete. The interview will be audio recorded to ensure that all information provided during the interview is captured accurately.

I acknowledge the following:

- I agree to participate in this research project;
- I have read the research letter to the participant and this consent form and the information it contains and had the opportunity to ask questions about them;
- I agree to my responses being used for education and research on condition that my privacy is respected, subject to the following:
 - ◆ I understand that my personal details will not be included in the research but will be used in aggregate form only, so that I will not be personally identifiable;
 - ◆ I understand and agree that that the interviews will be audio recorded and that direct quotes may be used in the final write-up of the research;
 - ◆ I understand that I am under no obligation to take part in this research project; and
 - ◆ I understand I have the right to withdraw from this research at any time and not answer any questions without negative consequences.

Participant's agreement to be audio recorded:

Yes

No

Signature of Participant:

Date:

Name of Participant:

Signature of Researcher:

Date:

Name of Researcher:

APPENDIX D – INTERVIEW GUIDE

The Shift from Ownership to Access in South Africa: The Shared Economy

Name of Interviewee:		Start Time:	
Name of Interviewer:		End Time:	
Date of Interview:		Duration:	
Place of Interview:		Day of Week:	
Weather:		Recording no:	

SECTION A: GENERAL INFORMATION

This section asks your background information. Please indicate your answer by selecting the appropriate answer.

A1 Please indicate your gender

☐ Male

☐ Female

A2 Please indicate your ethnic group

☐ Black

☐ White

☐ Indian

☐ Coloured

A3 Please indicate your age category

☐ 18 - 25 years old

☐ 26 - 35 years old

☐ 36 - 45 years old

☐ 46 - 59 years old

☐ 60 + years old