

Technological & Psychographic Factors behind the Rise of the Sharing Economy in Developing Nations

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Abstract

The sharing economy, often associated with collaborative consumption, takes place over the internet and is empowered by the advancements in smart mobile phones and technology. The reviewed literature revealed the main factors driving users to participate in the sharing economy. A survey was conducted to particularly explore the motives of Egyptian people participating in this concept. In this thesis, a framework on the factors associated with consumers' willingness to participate in the collaborative consumption model was developed and tested. In the study, users of car-sharing services in Egypt are surveyed. The results showed that customers' willingness to practice collaborative consumption activities is strongly associated with trust. Cost savings and digital capabilities were found to be essential in driving consumers towards this model of consumption. Environmental concerns were significantly less associated with users' desire to choose a sharing option. Age had no moderating influence on the variables of the study. Finally, the findings from this research could help managers involved in the management of sharing services across different industries to acquire insights into the factors driving collaborative consumption usage.

Keywords: Sharing Economy; Trust; Technology Acceptance; Developing Nations

Introduction

Consumption plays a more significant role in people's lives today than it did years ago; it reflects their position in society and forms their self-image. Thus, consumption controls the pattern of a consumer's life and highlights their interests. However, consumers' behavior is hugely influenced by globalization, technological advancements, cultural and environmental challenges as well as social and economic changes. All these have contributed massively in giving life to the share economy trend, also known as collaborative consumption (Chudzian, 2015).

The Collaborative consumption attracts millions of customers and becomes more profitable than many businesses invest in (Botsman & Rogers, 2010). Moreover, this model of consumption represents a challenge to traditional model of consumption due to its competitive business model (Möhlmann, 2015). Unlike the ownership model of consumption, the sharing economy model provides customers with a wide range of benefits from saving costs and making additional income to meeting people and making new friends (Grybaite & Stankevičienė, 2016). Furthermore, this model of consumption also overcomes ecological concerns since it promotes sharing and reuse of resources, thus it helps in waste and pollution reduction (Hamari, Sjöklint, & Ukkonen, 2016).

The sharing economy witnessed growth during the last decade, thanks to technological advancement in the internet and mobile phones (Belk, 2009; Botsman & Rogers, 2010; Gansky, 2010). This growth is expected to increase further in the future among different industry segments. Understanding the needs of customers and their consumption habits, in addition to the internal and external influences on the consumption decision, is an important issue that marketers should continuously track. This is essential to developing adequate marketing tools. This research explored the new trend of share economy and the factors contributing to its rise.

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The research then shed light on the share economy model in Egypt, and how marketers could unlock potential opportunities related to this model in the Egyptian marketplace.

Importance of the Study

The proposed study could offer marketers and application developers valuable information to tailor collaborative consumption activities that are suitable for the Egyptian market. Understanding the triggers to participate in the share economy model of consumption could help marketers develop the correct strategies and target the suitable market segment.

Studies in Western countries have already shown the association between economic benefits and the use of the share economy (Hamari et al., 2016; Nielsen, 2013). Benefits beyond costs savings have been related to the rise of the share economy trend such as pollution reduction and services convenience (Botsman & Rogers, 2010).

1. Literature Review

1.1. The Sharing Economy

Though the concept of sharing existed since the beginning of humanity, the model of collaborative consumption is the output of the internet age. The rise in popularity of this model of consumption versus the traditional model of consumption has witnessed a significant growth (Belk, 2014). The concept of the share economy has widely spread during the economic crisis of 2008. Consumers' attitude towards what they value in their lives has changed significantly ever since. Hence, a door was opened to a new model of doing businesses and delivering various products and services that offer greater value at lower cost (Gansky, 2010).

Many agree that this model of consumption has witnessed a major growth facilitated by online technologies and social networks (Botsman & Rogers, 2010). The definition of the collaborative consumption in literature ranges widely from broad spectrum of activities to more specified ones. Botsman & Rogers (2010) described the concept as including "traditional sharing, bartering, lending, trading, renting, gifting, and swapping" (p. 18). Belk (2014) disagreed with this broad definition, stating that the model must involve giving and receiving monetary or non-monetary compensation; thus, excluding, gift giving or activities where no compensation is involved.

Hamari et al. (2016) simply defined the collaborative consumption as "The peer to-peer-based activity of obtaining, giving, or sharing the access to goods and services, coordinated through community-based online services" (p. 2047). Others defined collaborative consumption or share economy from the perspective of the consumer role; it is a system in which consumers are allowed to act dually as both obtainers and providers of services and products through direct interaction with other users or through a facilitator. This is in contrast to the conventional consumption model in which consumers do not provide services nor products, and their role is merely limited to purchasing and consuming products in exchange of money (Ertz, Durif, & Arcand, 2016).

Despite the fact that the model involves a wide range of economic activities and the concept applies to a broad spectrum of services, people have realized the benefits of accessing products and services over possessing them. Savings in money, time and storage were made possible via this model of consumption. Shared usage extended the benefits to making new friends and being socially active, not to mention the environmental benefits of waste reduction and usage efficiency (Belk, 2014; Botsman & Rogers, 2010).

1.1.1. Collaborative Consumption Classifications

According to Gansky (2010), more than 9000 web-based platforms exist, which enable users and companies to exchange their privately-owned resources. The shared resources are not limited to one category; on the contrary, the model is applied in many fields such as finance, technology, real estate, fashion, transportation and many others.

Gansky (2010) resembled the collaborative consumption activities to a "Mesh"; as in a mesh system every node is connected to every other node in all directions; the new information-based system shares the same concept and accordingly, mesh businesses are tied to each other and to the whole world in countless ways. Some are tied through direct connections, like the ones among companies to specify a certain market and provide a coordinated offer to customers through sharing information to facilitate reaching new customers and identifying customer preferences. Others are made through indirect connections using social networks or customers aggregated data. In their book, (Gansky, 2010) emphasized that mesh businesses are made prosperous thanks to the growth of social media, the evolution of the internet, and use of mobile phones. The mesh businesses have given up the sell to own, utilizing data from internet available sources to deliver goods and services to customers only when they need it.

Ganske further characterized the common things mesh businesses have: they offer something that can be shared, they make use of advanced web and mobile data networks to follow up on the goods they offer, they focus on physical goods, and they depend on word-of-mouth and social networks.

Mesh businesses are classified – according to the operating model – into full mesh model and own-to-mesh model. In the full mesh model, companies generate capital investment and achieve their profit through leasing arrangements made possible by information networks. Other companies follow the own-to-mesh model, in which they establish a platform for owners to share their goods and hence, create profit through transaction fees and partnerships deals. The higher the cost of the goods and less frequency needed makes them more valuable to share, thus creating more opportunities for profit making (Gansky, 2010). Whether it is a full mesh model or own-to-mesh model, they will only be successful if customers value the experience of sharing over ownerships; this can be achieved by continuously improving customers' experience and delivering cost effective services and goods (Gansky, 2010).

Aside from the mesh model and its classification into full mesh and own-to-mesh model, there is another perspective to collaborative consumption activities. According to Botsman & Rogers (2010), all collaborative consumption initiatives are categorized into three main categories despite their diversity:

1.1.2. Driving Factors

There are many factors discussed in literature that drive customers towards the use of the share economy model and its associated pattern of consumption (Barbu, Florea, Ogarcă, & Răzvan Barbu, 2018). A model proposed by Lamberton & Rose (2011) suggested that costs, utility, familiarity with the sharing options, and the substitutability of ownerships and sharing options are main determinants of choosing sharing options over the classic model of consumption.

Another study by Möhlmann (2015), investigated ten possible determinants influencing consumer satisfaction with sharing services and the buying intentions of those services. The study was performed on the car sharing and accommodation marketplace. The study revealed that cost savings, utility, trust and familiarity with the sharing services were positively affecting satisfaction with service. Trust was the strongest determinant for satisfaction in the car sharing service, while cost savings was the most important determinant in the accommodation marketplace service. The buying intention for both services was significantly affected by the utility of the service itself.

Hamari et al. (2016) analyzed data of 168 users and found that sustainability and enjoyment can be used to predict positive attitudes of users towards the sharing services, while consumers' intention to access sharing services can be predicted by the economic benefits and enjoyment of those services. They concluded that perceived sustainability did not have a direct association with behavioral intentions of users to access the sharing service, but act as a significant factor in shaping positive attitudes towards the sharing service; unlike economic benefits that have a significant effect on participation in collaborative consumption but not on the attitude towards the collaborative consumption services.

Balck & Cracau (2015) demonstrate that the motives that lead consumers to use sharing offers instead of the traditional consumption model. The study was carried out across four different industries, namely: car sharing, accommodation, commodities and clothing. They concluded that consumers' motives to take part in the share economy varies across industries; the only relevant factor that drive customers towards participating in the share economy model, regardless of the industry, is the perceived low cost of usage. Twenty-Four potential drivers were identified to determine users' motives towards engaging in sharing economy services. Responses from 605 participants showed that knowledge of how to engage in sharing practices, enjoyment in sharing, the sense of belonging, the social experience and thriftiness are the most important factors motivating users towards participating in sharing economy services (Hawlitshchek, Teubner, & Gimpel, 2016).

Another study was conducted in Romania with a sample size of 320 respondents to explore the influence of six factors on the satisfaction with services in the sharing economy and hence, drive users' intention to access those services. The factors under investigation were utility, ease of use, trend, trust, savings and ecology. Findings from the study revealed a positive association between ease of use, utility, trust and savings and users' satisfaction and hence, their intention to access the service. There were no associations between the remaining two factors and customers' satisfaction (Barbu et al., 2018).

The sharing model is creating value from practical and economic perspectives to user as well as its positive impact on the environment and the community (Belk, 2014). Aside from the factors mentioned above, contributing to the rise of the share model, making money and generating profit through participating in this model is also contributing to its success. There are diversified applications that allow users to share their stuff and make profit; for example: Sharehammer allows users to share their tools within the same area, people listing their rooms on Airbnb can make 100\$ per night depending on the location and type of room, Get around application allows people to share their cars. Uber allows users to give other users rides and make money out of becoming Uber drivers.

1.2. Collaborative Consumption

1.2.1. Cost savings and Collaborative Consumption

The lower costs associated with the share business model, which implies granting access to goods and services rather than possessing them, is considered one of the main driving forces behind the rise in the trend. The global recession of 2008 forced consumers to reconsider the way they spend their money and urged new business models (Gansky, 2010). Consumer consciousness about expenditures have shifted users towards sharing and cooperation rather than ownerships (Botsman & Rogers, 2010). Sharing is motivated by economic considerations; consumers are given access to expensive products at much lesser costs (Belk, 2014). Customers' needs for high quality products at lower costs were achieved through the sharing model (Luchs, Naylor, Rose, Catlin, & Gau, 2011).

The sharing economy model has succeeded in offering its users a wider range of products and services to choose from. The model is perceived by many customers as providing quality at affordable prices (Grybaite & Stankevičienė, 2016). The share economy acquired attention after the great recession, when people tried to limit their expenditures; it simply connected those who have assets and/or services with those who need them at a more efficient cost, and hence, both sides benefit creating supply and demand (Olson & Kemp, 2015).

Bardhi & Eckhardt (2012) agreed that the sharing economy witnessed a huge growth and succeeded in disturbing well-established industries, such as automotive and hotels, through offering customers suitable and low-cost access to resources without the financial load of ownership. Lambertson & Rose's (2011) studies on sharing confirmed that offering lower cost services would encourage customers to use sharing programs. Analysis on 168 responses on Sharetribe concluded that low cost is a strong incentive for users' intentions to participate in sharing model activities (Hamari et al., 2016).

People find shifting to the share model appealing if it is associated with economic benefits. The majority of users would choose sharing options over purchase if this will grant them significant savings, especially among younger generation who are much influenced by the potential savings the share model provides. The association with cost savings and the share model attractiveness has pushed well-established brands to offer their classical products via both possession and access. BMW, the well-known automotive manufacturer, launched its DriveNow service enabling users to have access to BMW vehicles at their convenience (Samuel, 2015).

1.2.2. Sustainability and Collaborative Consumption

Traditional business models have been associated with high costs and elevated risks due the scarcity of natural resources and climate change challenges. These drawbacks encourage the shifting towards greener business, which is achieved in the collaborative consumption model (Gansky, 2010). Consumers' increased awareness towards environmental concerns is a contributor towards adopting the sharing model over making new purchases (Botsman & Rogers, 2010). The popularity of consumption models that achieve sustainability has recently been growing and accelerating the progress towards a marketplace that is more sustainable (Luchs et al., 2011).

Many argued that sustainability alone will drive consumers towards the collaborative consumption model. However, the rise in the collaborative consumption trend proves that the globe is ready to shift from ownerships to more sustainable models that help reduce pollution and cut down on energy usage (Prothero et al., 2011). Generally speaking, consumers' attitudes towards collaborative consumption is positively affected by sustainability; a study by (Hamari et al., 2016) confirmed the association. Some researchers identified sustainability as a drive for practicing the sharing model, while others demonstrated the environmental benefits as a consequence of using the model. Demilly & Novel (2014) state that all types of collaborative consumption, whether reselling, swapping, rentals, or lending, can help extend the lifetime of resource consuming goods.

They claim that shared goods in France represent around 25% of household expenditures and account for 30% of household wastage; thus the pursue of the sharing model could help achieve around 20% of waste reduction. Some authors suggested that for customers appreciating greener consumption, the preference will be directed towards the sharing option as the model perfectly demonstrates sustainable behavior (Tussyadiah, 2015). Others argued that the motive of consumers vary across different industries. For example, Balck & Cracau (2015) found that saving the environment was a clear motive for customers, particularly in the car sharing field, while it had no significant effect in the sharing accommodation field. That could be a valid reason behind ZipCar, a car sharing company positioning itself as a green brand and pointing out how car sharing is a more environmentally friendly driving practice; it even offers customers electric and hybrid cars at lower cost to further promote a greener consumption (Bardhi & Eckhardt, 2012).

1.2.3. Digital Capabilities and Collaborative Consumption

Another factor that has contributed to the rapid growth of the share economy is the recent technological advancement. Real-time technologies facilitated the use of collaborative consumption and contributed to its growth (Botsman & Rogers, 2010). The share economy is revolving around the internet, social media and mobile information networks; the new business model is making smart use of data available from multiple sources to deliver high quality goods and services to customers at the time and place they want (Gansky, 2010).

(Belk, 2014) agreed that the internet has opened the door to various new ways of sharing as well as enabling older methods of sharing on a much larger scale. While Möhlmann (2015), on the other hand, found through two studies done on car sharing and accommodation, that both the internet and mobile advanced capabilities have no significant effect on service satisfaction, nor the re-use of the sharing services.

Unlike the traditional consumption model that suffers from time-related and static location limitations, advanced digital platforms provide consumer and businesses with immediate information about location and products/services availability, creating a wide spectrum of sharing services, ranging from transportation, accommodation, medical and accounting services, all offered at the touch of a button (Ferrell, Ferrell, & Huggins, 2017).

1.2.4. Trust and Collaborative Consumption

Any successful business relies on building and maintaining customers' trust. However, the case of the share economy model, where social and mobile networks have given customers huge power, is much harder. Customers have the upper hand in defining whether a certain brand or service is trustworthy. The way they experience the service shapes their word of mouth and hence, affects others' decision to use the service, regardless of how providers position themselves (Gansky, 2010).

A study carried out in Poland revealed that consumers' most common concerns about participating in collaborative consumption model were the risk of being cheated and potential abuse of trust (Chudzian, 2015). Authors agreed that trust is significantly essential to achieve satisfaction with the sharing model (Barbu et al., 2018; Möhlmann, 2015).

Hawlitšček et al. (2016) concluded, through their study, that digital platforms offering sharing services need to build and maintain trust on three levels: the platform itself needs to be trustworthy, users' mutual perceptions of one another must be managed, as well as building trust for the exchanged products on the platform. Building this trust in the Egyptian market could represent a challenge due to cultural concepts that perceive dealing with strangers as a risk, especially when it involves sharing valuable assets, such as hosting strangers in one's own house.

2. Conceptual Framework

From the previous literature, a general framework for the consumption model can begin to emerge. Specifically, through this study, four variables were identified: cost savings, environmental concerns, digital capabilities, and trust. As Moeller & Wittkowski (2010) point out, the sharing model is often cheaper than the conventional consumption model as price consciousness is a main determinant of opting for sharing options. Furthermore, Lambertson & Rose (2011) agreed that cost benefits of the sharing model is a principal determinant of usage while Bardhi & Eckhardt (2012) emphasized that economic benefits are the key reason for adopting the share model. Thus, the first variable is defined as follows:

IV1: Cost Savings

Unlike traditional products/services, sharing options are regarded to have a positive effect on the environment due to the increased utilization of existing facilities, thus resulting in waste reduction (Möhlmann, 2015). Studies actually showed that vehicle miles traveled by drivers are reduced by 66% when car owners switch to car-sharing (Botsman & Rogers, 2010, p. 102). Hamari et al. (2016), in particular, considered sustainable consumption as a key driver for sharing options in their conceptual framework. As such the second variable is defined as follows:

IV2: Environmental Concern

Considering the nature of sharing services, many are facilitated and enabled by the internet and the huge advancement in smart phones which empower users with immediate access to services and products (Belk, 2014; Botsman & Rogers, 2010). Möhlmann (2015) considered digital capabilities as a key enabler for the increased usage of sharing options. Thus, the third variable is defined as follows:

IV3: Digital Capability

Finally, it must be noted that in the literature, trust is regarded as a main determinant of choosing the collaborative consumption option over the classical mode of consumption (Botsman & Rogers, 2010; Möhlmann, 2015). Trust refers to both the provider of the collaborative consumption service and those who the consumer is sharing the service with (Bhattacharjee, 2002; Chai, Das, & Rao, 2012). Thus, the fourth variable is defined as follows:

IV4: Trust

2.1. Research Gap

As the sharing economy is a relatively new phenomenon that has appeared as a result of evolving technologies, the literature on the implications of the sharing economy as a consumption model is not well explored in the literature. Furthermore, the majority of this limited research is mostly focused on the consumption models from the perspective of western contexts, the sharing economy has played a significant role in emerging economies and other nations outside of the western perspective. This is particularly acute in the context of Egypt where the research on such a model is almost non-existent. This, however, does not accurately reflect the role that the sharing economy has played in changing the overall shape of the Egyptian economy and consumption styles, particularly in consideration of the success of various sharing economy apps and economics in the country.

2.2. Problem Definition

Despite the significant growth of the sharing economy in Egypt, the various factors affecting the consumption patterns and perspectives surrounding this phenomenon is not well understood.

2.3. Hypotheses

H₁: Cost Savings is positively correlated with participation in collaborative consumption activities.

H₂: Environmental Concern is positively correlated with participation in collaborative consumption activities.

H₃: Digital Capability is positively correlated with participation in collaborative consumption activities.

H₄: Trust is positively correlated with participation in collaborative consumption activities.

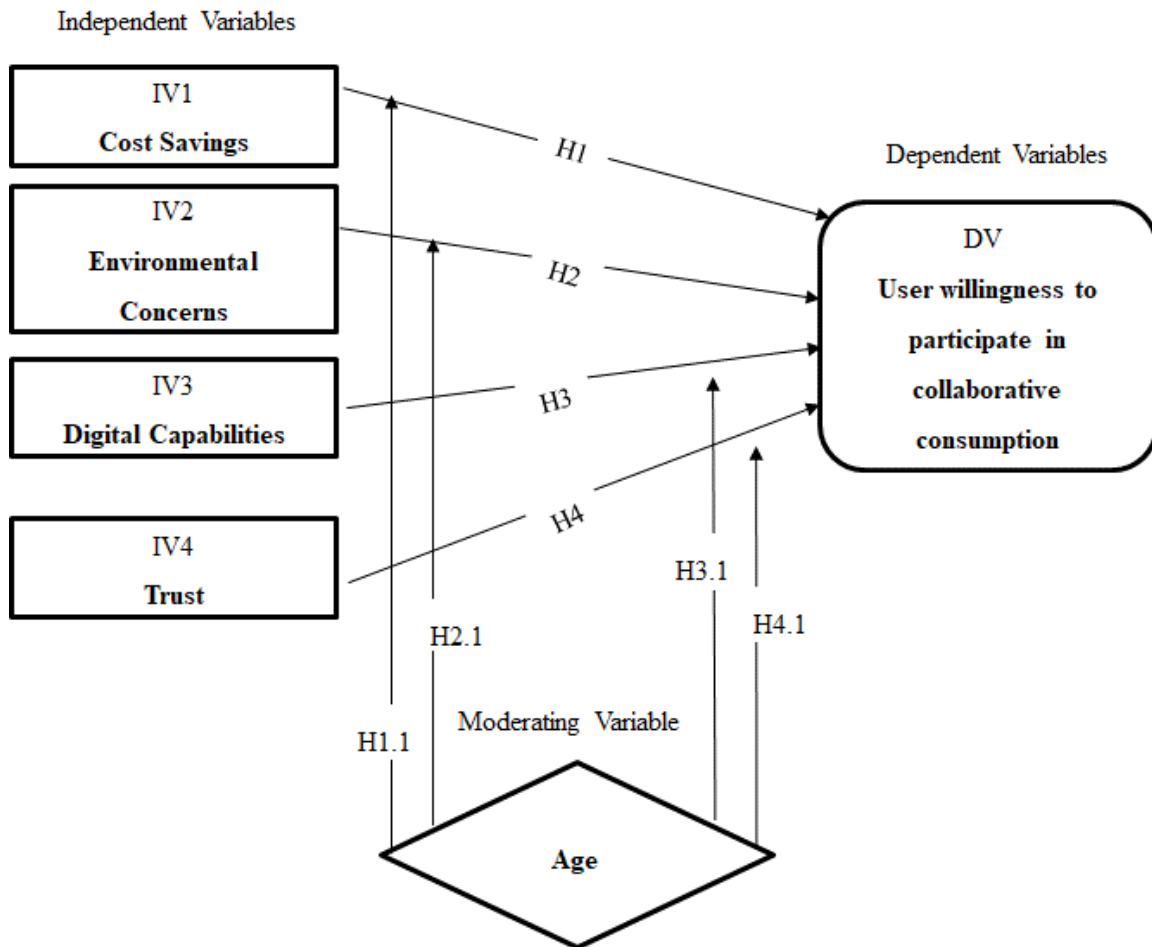


Figure 1: Theoretical Framework (Source: Authors)

3. Methodology

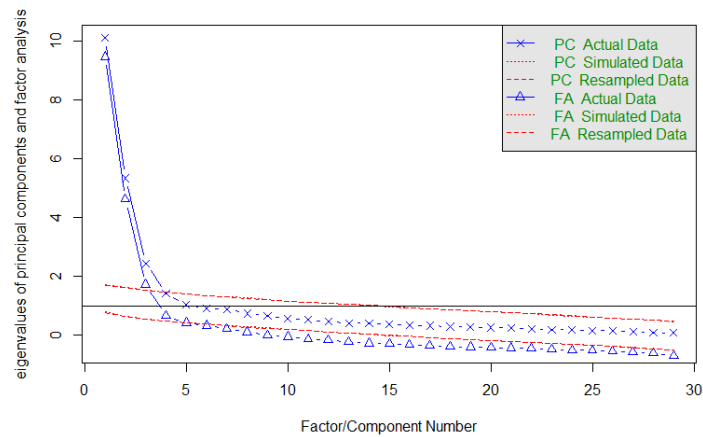
The research was designed as a descriptive, single cross-sectional study. Data was collected using a non-probability, judgmental sampling technique through the use of an online survey. The sample included Egyptians who used car sharing services in Egypt. The survey was sent to 330 participants and a total of 234 valid responses were received representing a 70.9% valid response rate.

4. Analysis

The analysis was conducted through the use of R (R Core Team, 2018). For the analysis the following techniques were used: a Cronbach's Alpha for testing reliability, a Factor Analysis for testing validity, a correlation analysis for determining the relationship between the selected variables, a step-wise regression, and a moderation analysis through multiple linear regression.

As it can be seen from table 1, the model demonstrated satisfactory reliability, with the Cronbach's Alpha of IV1, IV2, IV3, IV4, & DV1 achieving a value of 0.88, 0.90, 0.94, 0.86, & 0.79 respectively. As the values of each is greater than 0.7, we may consider the results to be reliable (Tavakol & Dennick, 2011). Furthermore, in table 1, it can also be seen that the number of Factors established through the PCA reflects the number of factors in the model.

Figure 2: Parallel Analysis Scree Plots



After determining the reliability and validity of the data, a correlation analysis was conducted. As it can be seen in table 2, IV1, IV2, & IV3 all has significant positive correlations with DV1 ($P < 0.01$). Furthermore, the strength of the correlations ranged from moderate (0.41) to relatively strong (0.64).

Thus, from the results of the correlation analysis, we may validate the following hypotheses:

- **H₁**: Accepted
- **H₂**: Accepted
- **H₃**: Accepted
- **H₄**: Accepted

Table 1: Principle Component Analysis with Oblimin Rotation & Test of Reliability

Question	Factors					Cronbach Alpha
	IV3	IV2	IV1	IV4	DV	
IV3_1	0.88					0.94
IV3_2	0.88					
IV3_3	0.88					
IV3_5	0.84					
IV3_4	0.81					
IV3_6	0.77					
IV2_3		0.86				0.90
IV2_5		0.85				
IV2_4		0.84				
IV2_2		0.73				
IV2_1		0.73				
IV1_3			0.95			0.88

IV1_4			0.93			
IV1_5			0.84			
IV1_6			0.69			
IV1_2			0.30			
IV1_1			0.28			
IV4_4				0.92		
IV4_3				0.79		
IV4_2				0.79		0.86
IV4_5				0.67		
DV1_3					0.36	
DV1_4					0.34	
DV1_1					0.29	0.79
DV1_2					0.19	

Table 2: Pearson's Test of Correlation

		IV1	IV2	IV3	IV4	DV
IV1	Correlation Coefficient	-	-	-	-	-
	Sig.	-	-	-	-	-
IV2	Correlation Coefficient	0.61	-	-	-	-
	Sig.	0.00	-	-	-	-
IV3	Correlation Coefficient	0.21	0.15	-	-	-
	Sig.	0.00	0.02	-	-	-
IV4	Correlation Coefficient	0.43	0.32	0.41	-	-
	Sig.	0.00	0.00	0.00	-	-
DV	Correlation Coefficient	0.54	0.41	0.45	0.64	-
	Sig.	0.00	0.00	0.00	0.00	-

Furthermore, to measure the relationship between the variables and the model as a whole, a step-wise regression model was developed. The results are as follows in Table 3

Table 3: Step-Wise Regression of the Model

Variable	Beta	Std. Error	t-value	p-value	Adjusted r ²
(Intercept)	0.51	0.21	2.45	0.02	0.53
IV1	0.26	0.04	6.44	0.00	
IV3	0.19	0.046	4.13	0.00	
IV4	0.40	0.05	7.94	0.00	

As shown in the table above, the final results of the stepwise regression model changed the initial model from the following equation:

$$DV \sim IV1 + IV2 + IV3 + IV4$$

To the following final model:

$$DV \sim IV1 + IV3 + IV4$$

This model has an adjusted r^2 of 0.53, meaning that 53% of the variation of the DV can be explained or predicted by the following equation:

$$0.51 + 0.26IV1 + 0.19IV3 + 0.40IV4 = DV$$

Table 4: Moderation Analysis (Age)

Variable	Beta	Std. Error	t-value	p-value	Adjusted r^2
(Intercept)	0.50	0.21	2.43	0.02	0.53
IV1	0.27	0.04	6.60	0.00	
IV3	0.19	0.05	4.06	0.00	
IV4	0.40	0.05	7.93	0.00	
Moderator (AGE)	-0.06	0.04	-1.56	0.12	

Finally, a moderation analysis was conducted to explore the impact of age within the model (see: Table 4). However, as it can be seen in the moderation analysis, including Age as a moderator was not found to be significant ($P > 0.05$). Furthermore, the inclusion of the moderator did not increase the overall predictive power of the model, as the Adjusted r^2 remained with no statistically significant difference from the original regression analysis conducted.

5. Discussion & Recommendations

The study identifies factors which can guide managers to understand what triggers sharing activities. Thus, the results of this paper contribute to closing a research gap and offering insights for researchers. Findings from the survey show that different variables are associated with customers' willingness to participate in the collaborative consumption model.

Managers of collaborative consumption services should base their offers on the fact that cost savings motivate Egyptians. Marketers should focus on the economic benefits the sharing model achieves versus the traditional consumption model of ownership that imposes more investments and overheads.

Additionally, managers should ensure that well-established trust measures are embedded within the services/products offered by the share economy model. Furthermore, managers should market the ease of accessibility of the services/products via the internet and mobile phones, in contrast to the classic consumption model that suffers from location and time limitations, as this will encourage the probability of customers using the services offered by this model.

Finally, traditional business providers might think about incorporating sharing activities in their product portfolio; this would allow them to compete and make use of this rising trend. Based on the results of the study, managers can promote the sharing model over ownership. The outcome of this study could help managers highlight the sharing benefits and influence consumers to switch to the collaborative consumption model versus the traditional consumption model. Results could help managers introduce innovative, shared activities that are specifically tailored to meet Egyptian market needs.

Conclusion

The collaborative consumption model expands customers' options; the model offers customers a wide range of services and products facilitated by huge technological advancements. At a touch of a button, many customers can have easy access to a wide range of offers across different industries. The model shows that customers are willing to trust regular persons rather than well-established traditional organizations. Access to services and products has replaced ownership and possession of goods (Barbu, Florea, Ogarcă, & Barbu, 2018).

Theoretically speaking, the study presents and validates a model of consumers' willingness to participate in collaborative consumption activities. The factors that drive customers towards the use of collaborative consumption activities are primarily trust and cost savings, facilitated by the digital capabilities that offer customers instant access to services and goods. While environmental concerns were significantly less associated with consumers' willingness to take part in the share economy model, as revealed the regression analysis, yet the model offers a greener way of consumption and can help reduce pollution and maintain resources.

From the practical perspective, when targeting Egyptians, marketers are advised to pay attention to trust when promoting share economy activities. Services and products should be available and easily accessible, with significant cost savings positioned as a competitive edge. Companies following the classic model could expand their product range to accommodate innovative collaborative consumption activities to be able to compete in the market.

Finally, marketers should consider that the driving factors behind share economy activities are industry specific and cannot be generalized for global customers across all industries. Thus, possible future directions might include a deeper look at the factors driving the model per industry, as well as the actual behavior of customers using the share economy model instead of their intentional behavior.

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